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THE DETERMINANTS OF TOURISM DEVELOPMENT: THE EXAMPLE OF POTENTIAL CANDIDATES FOR THE EU MEMBERSHIP

Abstract. *The paper deals with the analysis of the main indicators which influence on tourism development. The authors analysed and systematized the main determinants of tourism development for potential candidates for the EU membership. Thus, the object of investigation was Ukraine, Moldova and Georgia during 2000-2017. The authors theoretical justified the relationship between the country's economic development and efficiency of the tourism industry. For analysis, the Partial Least Squares Path Modelling (PLS-PM) using latent variables was used. In addition, the proposed model, along with traditional economic and social indicators, considering the innovative, environmental and political components. The basis of this model was the structural equations which described the interdependence of both latent variables (internal part of the model) and their descriptive indicators (the external part of the model). The empirical results confirmed the statistically significant relationship between the economic, social, innovative, environmental and political components at the level of 0.8-0.9 by the coefficient alpha Cronbach. The proposed model of PLS-PM allowed highlighting the main directions of tourism development for Ukraine, Moldova and Georgia. In addition, the proposed model allocated the gap between the real situation in the analysed countries and the social and economic development of the EU countries. The findings indicated that the development of the tourism industry depends on the ecological and social indicators of the countries' development. In addition, for Ukraine, excluding the environmental and social indicators, the country's image is influenced by political stability. At the same time, the dynamic political reforms in Georgia led to an increase in the country's popularity among tourists. The authors highlighted, that the assessment of the relationship between tourism and social, economic, environmental and innovative development could be the basis for the development strategy of the tourism considering the macroeconomic stability of the country.*

Keywords: tourism, model, factors, EU, tourist, economic development, stability.

Introduction. Ongoing world tendency of vulnerable economic development provokes the stringing of the world competitiveness among all sectors and spheres. Besides, the world leader countries try to attract additional financial recourses into economic from different sources. Thus, one of the most perspective ways to attract additional capital into the national economy is developing of tourism in the country. The well-developed tourism industry attracts new stakeholders into the country through formatting the national touristic brand. In this case, each country tries to focus on the promotion of tourism on the own peculiarities and features: nature; museums; art; dancing and etc. It should be underlined, that development of tourism as an alternative way to attract foreign investment allows to strengthen the country's economic indicators.

Tourism is the significant sector in EU through its economic potential and employment options. Thus, in EU despite of an average fluctuations level of GDP per capita (25,67%) Table 1, the volume of tourist is normal around the trend line (18,76%). The most stable dynamic of analysed indicators (which characterised by the slight variation – 0-10%) have the countries as follows: Belgium (8,24%), France
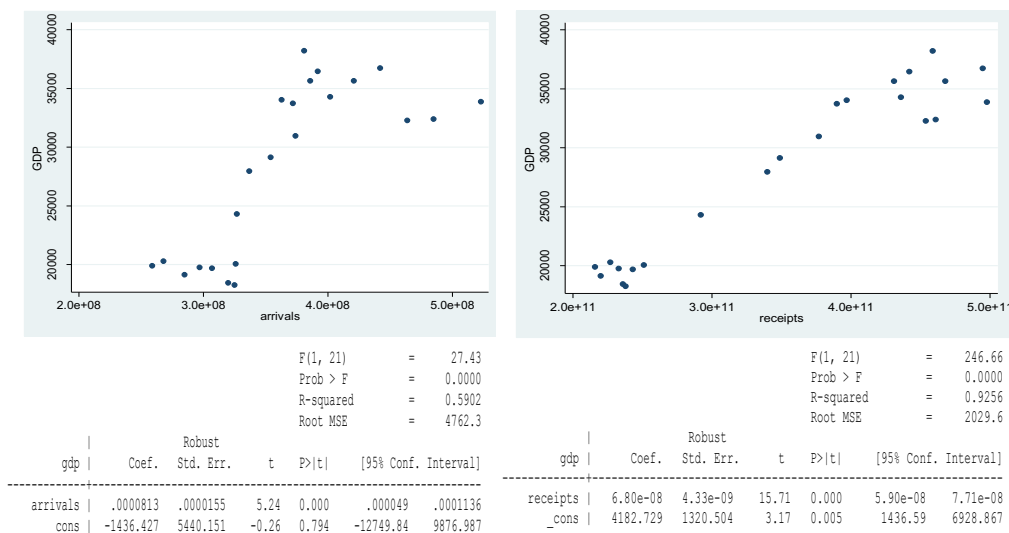
(4,8%), Luxembourg (9,06%), in the average 11-25% – Austria (15,59%), Cyprus (14,28%), Czech Republic (22,38%), Germany (24,8%), Spain (15,92%), Finland (14,59%), United Kingdom (16,11%), Greece (24,77%), Hungary (21,98%), Ireland (15,24%), Italy (12,72%), Lithuania (22,08%), Malta (23,47%), Netherlands (21,52%), Poland (11,86%), Romania (24,04%), Slovak Republic (17,75%), Sweden (17,46%), 25-50% – Bulgaria (29,93%), Denmark (35,84%), Estonia (31,15%), Latvia (32,27%), Portugal (37,89%), Slovenia (33,55%). It allowed EU to attract additional financing – 4,98264E+11 US$. The huge rate of tourism income to GDP was in Croatia, Spain, France, Cyprus, Malta, Italy, Great Britain. Such results justified the economic importance of tourism in the analysed countries' development.

Table 1. The fluctuation's characteristics of GDP per capita (current US$), International tourism, number of arrivals, International tourism, receipts (current US$) for EU, 1995-2017 years

```
     Variable       |    CV      Mean    Std. Dev.     Min       Max
-------------+-----------------------------------------------------------
          gdp       |   25.67   28303.75  7267.986   18250.31   38198.6
International tourism,
number of arrivals  |   18.74   3.66e+08  6.86e+07   2.59e+08   5.23e+08
     receipts       |   29.09   3.54e+11  1.03e+11   2.16e+11   4.98e+11
```

Source: authors' calculations based on the World Bank data, estimated with Stata 14.0.

The findings for 1995-2017 years for EU proved the statistically significant correlations between GDP per capita, International tourism, number of arrivals, International tourism, receipts. This linking could be shown as a regression equation (figure 1).


```
                              F(1, 21)     =     27.43                                  F(1, 21)     =    246.66
                              Prob > F     =    0.0000                                  Prob > F     =    0.0000
                              R-squared    =    0.5902                                  R-squared    =    0.9256
                              Root MSE     =    4762.3                                  Root MSE     =    2029.6

         |           Robust                                              |           Robust
     gdp |    Coef.  Std. Err.    t    P>|t|   [95% Conf. Interval]    gdp |    Coef.  Std. Err.    t    P>|t|   [95% Conf. Interval]
---------+------------------------------------------------------   ---------+------------------------------------------------------
arrivals |  .0000813  .0000155   5.24  0.000   .000049   .0001136   receipts |  6.80e-08  4.33e-09  15.71  0.000   5.90e-08   7.71e-08
   _cons | -1436.427  5440.151  -0.26  0.794 -12749.84  9876.987      _cons |  4182.729  1320.504   3.17  0.005   1436.59    6928.867
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Figure 1. The linking between GDP per capita (current US$), International tourism, number of arrivals, International tourism, receipts (current US$) for EU, 1995-2017 years

Source: authors' calculations based on the World Bank data, estimated with Stata 14.0.

The findings of Figure 1 allowed making a conclusion that tourism's developing in the EU is a driver for social and economic development.

Literature Review. In scientific publications, tourism was analysed as the key role in stimulating social and economic countries' development. As a consequence, it leads to the macroeconomic stability of the national economy through developed additional value which influences on increasing GDP; increasing foreign currency from touristic services; new workplace and increasing peoples' welfare in the touristic region; increasing profit of companies which provide the touristic services; supporting entrepreneurship and innovation. Thus, in the paper (Lyulyov et al, 2018) analysed the brand impact on macroeconomic stability. They tried to estimate the economic efficiency from countries' brand using considering the tourism benefits. It allowed checking hypothesis on linking between brand awareness and macroeconomic indicators of the brand used by the country. In the paper (Brida & Risso, 2009) the authors checked the hypothesis on cause-effect relationships between tourism expenditure, real exchange rate and economic growth. The authors highlighted that for 1986-2007 years the economic growth in Chili relates from extending of international tourism. Thus, increasing of touristic cost by 100% lead to increasing of real GDP by 80%. That investigation based on the estimating of cointegration ratio between variables which should be increased in the nearest future using Vector Error Correction (VEC) model (1):

$$\Delta Y_t = \mu + \Pi Y_{t-1} + \sum_{i=1}^{i=k-1} \Gamma_i \Delta Y_{t-i} + \varepsilon_t, \tag{1}$$

where Y – real GDP, real exchange rate, tourism expenditure – vector containing the variables, μ is a vector of constant terms.

The cointegration relation between tourism and economic growth was analysed in the papers as follows: J. Balaguer and M. Cantavella-Jordà (2002) on the Spanish example; J.G. Brida, B. Lanzilotta, W.A. Risso (2008) – Uruguay; N. Dritsakis (2004) – Greece; L. Wang, H. Zhang, W. Li (2012) – China. The findings of the analysed papers proved that economic growth in the long-term period relates to the efficiency of economic policy on tourism regulation. Thus, increasing of domestic tourist arrivals in China's by 1% lead to increasing of GDP by 0,8% (Wang et al., 2012), in Spain increasing of touristic activities by 5% in the long-term time leads to increasing of domestic real income by 1.5% (Dritsakis, 2004). Fayissa, Nsiah and Tadasse (2007) used the modified Cobb-Douglass model (2) based on panel data of 42 African countries during 1995–2004 years proved that «10 per cent increase in the spending of international tourists leads to. 0.4 per cent increase in the GDP per capita income». The authors agreed with the results of scientists as follows: O. Edgar (1987) and A. N. Sen (1999), that the necessary requirements of touristic impact on the country's economic growth are achieving social, ecological and political conditions:

$$lnPCI_{it} = \beta_0 + \beta_1 lnTRP_{it} + \beta_2 lnGCF_{it} + \beta_3 lnEFI_{it} + \beta_4 lnSCH_{it} + \beta_5 lnFDI_{it} + \beta_6 lnTOT_{it} + \beta_7 lnHHC_{it} + \varepsilon_{it} \tag{2}$$

where PCI – real GDP per capita, TRP – tourist receipts per capita in US\$, GCF – investment in physical capital, EFI – economic freedom index, SCH – secondary and tertiary school enrolment, FDI – foreign direct investment, TOT – the openness of the economy, HHC – household consumption expenditures.

J.A. Mazanec, K. Wöber, A.H. Zins (2007) based on the findings of World Travel and Tourism Council and N. Gooroochurn, G. Sugiyarto (2005) did the theoretical justification of the additional considering the economic, social, cultural, technological and ecological factors for developing of the competitive touristic industry with purpose to increase the national economic growth in the long-term time (Figure 2).

P.U. Dieke (2003) on the example of African countries did conclusion that for developing countries tourism is the additional financial resources, incentive instruments to decrease the social inequality through the developing new workplaces. In this case, the tourism industry for developing countries should be the key part of their economic strategy.
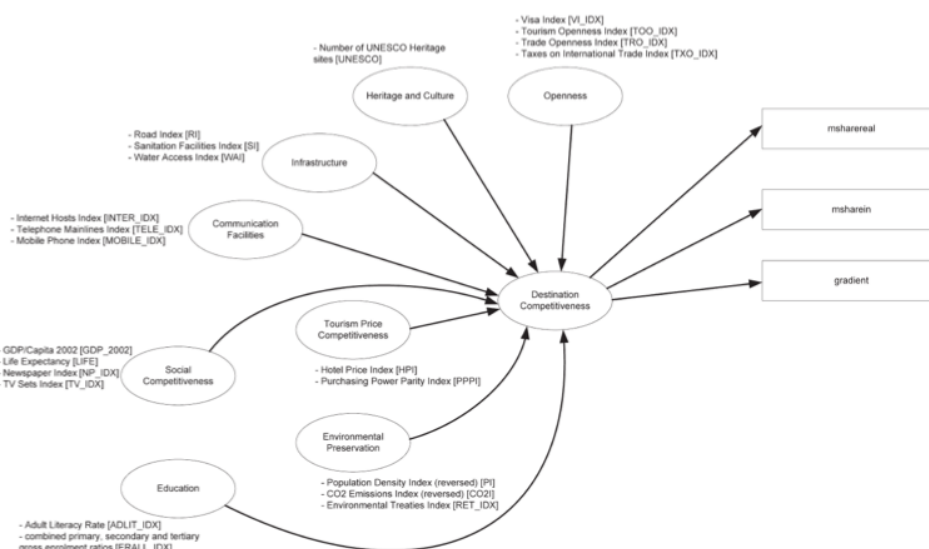

Figure 2. An explanatory model of destination competitiveness
Sources: Mazanec et al, 2007

At the same time, the results of the investigation of the scientist C. Webster and S. Ivanov (2014) focused on the analysis of tourism impact on the economic growth of 131 countries for 2000-2010 years showed that linking between analysed factors were not statistically significant for some regions. The authors highlighted, that such findings are the results of the quality of economic policy and government efficiency on tourism development in those regions. In the basis of that investigation was the economic and mathematical model with variable g_r^t (tourism's contribution to economic growth):

$$g_r^t = b_0 + b_1 \cdot TTCI + b_1 \cdot PPL + b_2 \cdot lnPPL + b_3 \cdot lnGDP + b_4 \cdot lnTourGDP + b_5 \cdot lnGDPcapita + b_6 \cdot TourShare + b_7 \cdot EU + b_8 \cdot AF + b_9 \cdot AS + b_{10} \cdot LA + b_{11} \cdot NA + b_{12} \cdot OC + b_{13} \cdot LDC + b_{14} \cdot OECD, \tag{3}$$

where TTCI – travel and tourism competitiveness (travel and tourism competitiveness index 2011), PPL – population size (log average population (2000–2010) – both sexes combined, as of 1st July of the respective year), GDP – economy size (log average GDP (1999e2009) in USD in 2011 prices), TourGDP – tourism GDP (log average Travel and tourism GDP (2000–2010) in USD in 2011 prices), GDPcapita – economic wealth of local population (log average per capita GDP (1999–2009) in USD in 2011 prices), TourShare – tourism share in country GDP (Average share of tourism GDP (1999–2009)), EU, AF, AS, LA, NA, OC – geographic region (dummy variables for geographic regions), LDC – least developed country (dummy variable), OECD – OECD member state (dummy variable).

Besides, the results of papers L.L. Chen and J. Devereux, (1999) proved the negative impact of tourism on economic growth for countries oriented on export taxes or import subsidies. Considering above mentioned, the main goal of the paper is an analysis of the impact of economic, social, ecological, political and technological country's indicators on stable tourism development.

Methodology and research methods. The investigation based on using the Partial Least Squares Path Modelling (PLS-PM) (Wold, 1973) with using the latent variables which were proposed in the papers (Mazanec et al, 2007; Pablo-Romero et al, 2016) and proposed indicators which characterized the country's innovation development and governance efficiency (Table 2).

Table 2. The latent variable of the model and explanation indicators

Latent Variables (L$_i$)	Indicator (G$_i$)
Environmental development	Population density CO2 emissions renewable energy
Social development	Human development index Global hunger index GNI per capita (current US$)
Innovation development	Global innovation index Research and development expenditure (% of GDP) Networked readiness index
Government development	Voice and Accountability Political Stability and Absence of Violence/Terrorism Government Effectiveness Regulatory Quality Control of Corruption Rule of Law
Tourism	People with basic handwashing facilities including soap and water (% of the population) International tourism, receipts (current US$)

Sources: developed by the author on the basis (HDR, 2019; GHI, 2019; GII, 2017; NRI, 2017; World Bank, 2019)

A. Diamantopoulos and H. M. Winklhofer in the paper «Index construction with formative indicators: An alternative to scale development» (Diamantopoulos and Winklhofer, 2001) based on the investigation (Bollen & Lennox.,1991) which analysed the linking between latent variables and the main indicators (Figure 3) proposed to explain in using the multiple indicators and multiple causes (MIMIC) model. This model based on the structural equitation which explained the linking between latent variables (internal part of the model) and indicators (external part model).
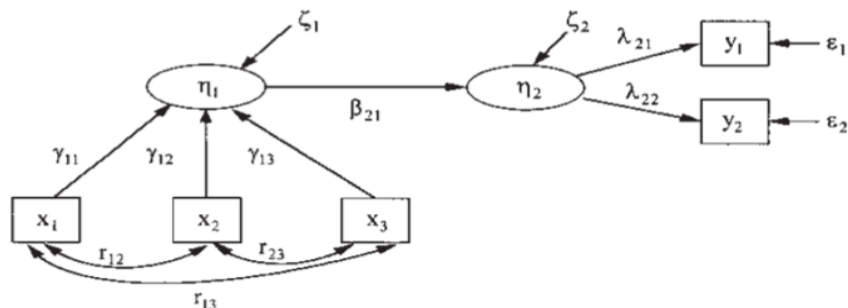
Figure 3. The model with formative and reflective indicators

Sources: Diamantopoulos and Winklhofer, 2001.

In this research, the internal and external parts of the model of linking the latent variables (Table 2) showed in Figure 4 and explained by the structural equitation (4) and (5).
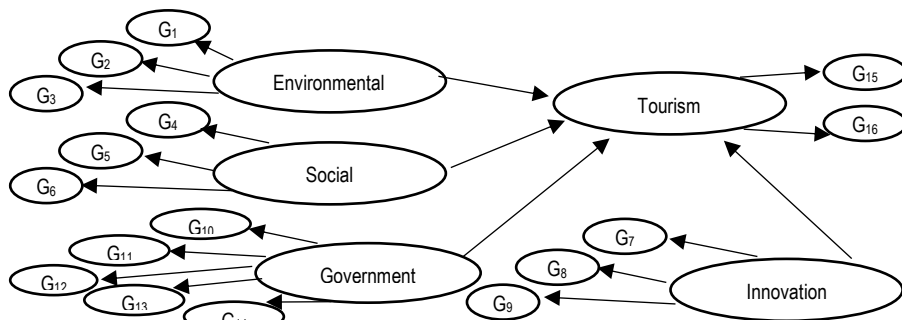

Figure 4. MIMIC model of analysis of the latent variables linking

Sources: developed by the authors

The external model:

$$L\text{Tourism} = \alpha_0 + \alpha_1 L\text{Environmental} + \alpha_2 L\text{Social} + \alpha_3 L\text{Innovation} + \alpha_4 L\text{Government} + \varepsilon_j \tag{4}$$

where $L\text{Tourism}$, $L\text{Environmental}$, $L\text{Social}$, $L\text{Innovation}$, $L\text{Government}$ – the latent variables; $\alpha_{0\ldots4}$ – coefficients of power and directions connection; ε_j – standard errors.

The internal model:

$$\begin{cases} L\text{Tourism} = \sum \omega_{i,Tourism} G_{i,Tourism} \\ L\text{Environmental} = \sum \omega_{i,\text{Environmental}} G_{i,\text{Environmental}} \\ L\text{Social} = \sum \omega_{i,\text{Social}} G_{i,\text{Social}} \\ L\text{Innovation} = \sum \omega_{i,\text{Innovation}} G_{i,\text{Innovation}} \\ L\text{Government} = \sum \omega_{i,\text{Government}} G_{i,\text{Government}} \end{cases} \tag{5}$$

where $\omega_{i,Tourism} \ldots \omega_{i,\text{Government}}$ – weight coefficients.

Results. The findings from the comparative analysis of GDP, the volume of tourist and foreign direct investment among potential candidates for EU membership showed that the tendency of all indicators is the same for 2004-2017 years. In this case, the following hypothesis, that GDP, volume of tourist and foreign direct investment are relating. Thus, the increase in tourists' volume could lead to increasing GDP and foreign direct investment. The findings in Table 3 showed that the highest volume of tourists for all analysed countries was 2007 and 2008 years before the world financial crisis had started. Noted, that for Ukraine in 2013 all indicators started rapidly decreasing which explained by the political and military conflicts. In Moldova and Georgia after 2013, the volume of tourist started increasing which as the consequences of implemented reforms which were the requirement of EU integrations.

Table 3. The dynamic of GDP, the volume of tourist and foreign direct investment

INDICATORS	DYNAMIC
Gross Domestic Product, Mn. USD	
The volume of tourists, the number of arrivals	
Foreign Direct Investment, Mn. USD	
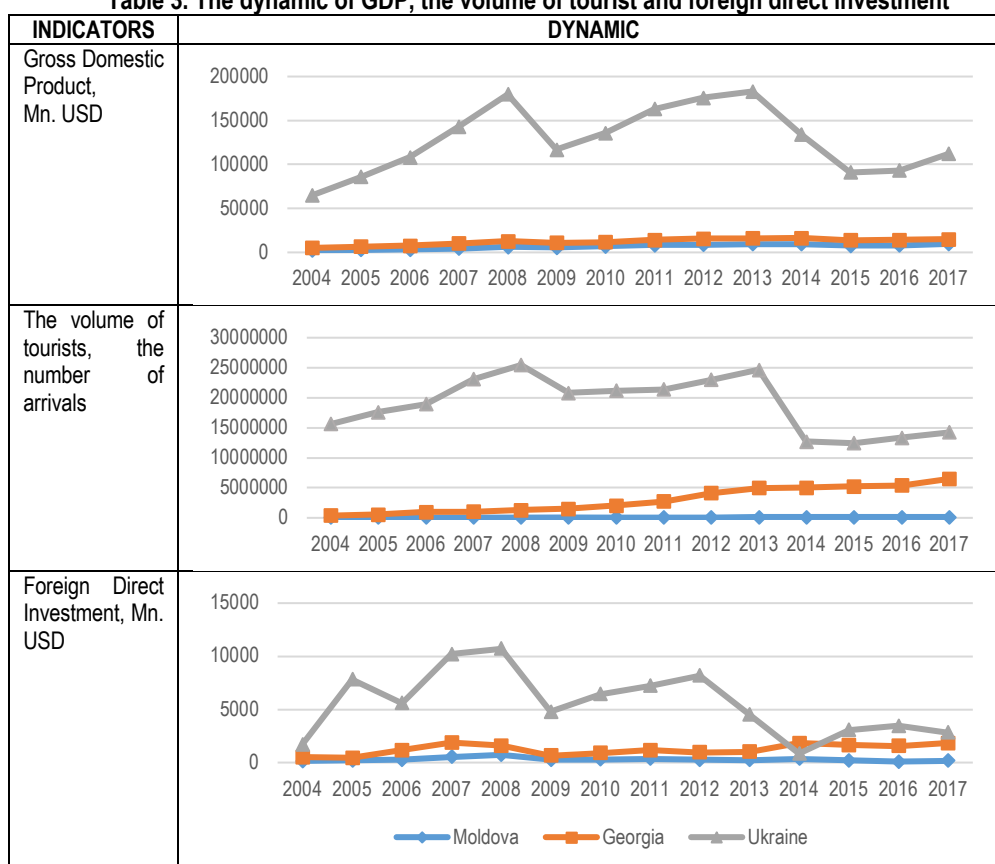
Sources: developed by the authors on the basis (World, 2019).

The results of the analysis of scientific background on the tourism industry showed that on its efficiency influenced the huge range of factors such as political stability; safety in the country; country's technological level; environmental safety and etc. The Cronbach's alpha was calculated at the first step of using the PLS-PM method. Thus, the findings showed a significant impact at the level 0,8-0,9 between environmental, social, innovation and government development for all analysed countries. Table 3 showed

the findings of the internal model of the latent variables for Ukraine, Moldova and Georgia. Table 4 contains the results of the external model of linking between latent variables.

Table 3. The calculation results of the internal model of the latent variable for Ukraine, Moldova and Georgia

	Indicator (Gi)	Weight coefficient, ω_i			Connection Level		
		Georgia	Moldova	Ukraine	Georgia	Moldova	Ukraine
Environmental development	G₁	0,5	0,6	0,4	0,18	0,28	0,37
	G₂	-0,36	-0,25	-0,4	0,28	0,32	0,8
	G₃	0,44	0,26	0,41	0,8	0,71	0,86
Social development	G₄	0,23	0,12	0,3	0,72	0,7	0,75
	G₅	0,36	0,33	0,28	0,76	0,6	0,56
	G₆	0,3	0,28	0,22	0,74	0,73	0,8
Innovation development	G₇	0,12	0,1	0,17	0,56	0,55	0,3
	G₈	0,15	0,08	0,1	0,5	0,45	0,7
	G₉	0,2	0,18	0,22	0,56	0,48	0,4
Government development	G₁₀	0,34	0,19	-0,34	0,61	0,59	0,66
	G₁₁	0,36	0,15	0,19	0,7	0,73	0,78
	G₁₂	0,23	0,21	0,13	0,9	0,7	0,58
	G₁₃	0,56	0,11	0,12	0,34	0,3	0,3
	G₁₄	0,13	-0,3	-0,4	0,87	0,69	0,7
	G₁₅	0,23	0,27	0,11	0,81	0,76	0,8

Sources: developed by the authors.

Table 4. The calculation results of the external model of the latent variable for Ukraine, Moldova and Georgia

	Coef.	t-	P>|t|
Georgia			
Environmental development	0.282	9.88	0.000
Social development	0.2463	10.55	0.000
Innovation development	0.963	1.537	0.125
Government development	0.302	4.084	0.000
Moldova			
Environmental development	0.3901	14.718	0.000
Social development	0.121	1.900	0.061
Innovation development	0.032	1.228	0.220
Government development	-0.1883	-0.97	0.367
Ukraine			
Environmental development	0.237	3.582	0.000
Social development	0.1055	0.09	0.931
Innovation development	0.0033	0.70	0.487
Government development	-0.721	-19.65	0.000

Sources: developed by the authors

Thus, according to the results in Table 4, the most statistically significant impact had the factors which explained the environmental and the social development for all analysed countries. Besides, the government development indicators were statistically significant for Georgia and Ukraine. At the same time, for Ukraine this relation was negative. It should be underlined, that innovation development had a weak impact on tourism development for analysed countries. The obtained results allowed making a

conclusion for possible directions for each analysed country to develop the tourism industry. Thus, Ukraine should pay attention to Government efficiency and Innovation development. It means, that Ukraine should develop the incentive and regulatory instruments to synchronise the abovementioned policy with the strategy of tourism development. In this case, Georgia should improve the environmental policy which improves the corresponding indicators. In addition, this policy should consider the EU norms and standards in that sphere. Besides, all countries as the protentional candidates to EU membership should adopt their policies according to the EU policy of tourism development.

Conclusion. The obtained results of EU countries experience on tourism development showed a positive correlation between the level of tourism development and the country's economic growth. Thus, the findings proved that increasing tourists lead to the growth of GDP and foreign direct investment. Besides, EU countries try to promote tourism's brand of the country through implementing the common development policy and open boundaries.

The proposed PLS-PM model allowed to allocate a bullet point for the potential candidate to EU membership on developing the tourism industry. Besides, using this model showed the gap between the real situation and social-economic development of EU countries.

Thus, the findings proved that tourism development relates to the factors as follows: environmental and social indicators. Besides, for Ukraine excluding environmental and social indicators the political stability and corruption level influence on the tourist's image of the country. In particular, the dynamic politic reforms lead to increasing the country's popularity among tourists.

From the other side, understanding of the relationship between tourism and social, economic, environmental and innovation development allowed to create the strategy of tourism development with the purpose to improve the macroeconomic stability of the country.

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Детермінанти розвитку туристичної галузі: приклад країн-кандидатів вступу до ЄС

Статтю присвячено аналізу основних факторів впливу на розвиток туристичної галузі. Авторами проаналізовано та систематизовано основні детермінанти розвитку туризму в країнах-кандидатах до вступу ЄС. Так, об'єктом дослідження обрано Україну, Молдову та Грузію у період 2000-2017 роки. У статті теоретично обґрунтовано залежність економічного розвитку держави від ефективності функціонування туристичної галузі. Для аналізу використано Partial Least Squares Path Modeling (PLS-PM) з використанням латентних змінних. При цьому запропонована модель поряд із традиційними економічними та соціальними індикаторами враховує інноваційну, екологічну та політичну складові. В основі даної моделі покладено використання структурних рівнянь, які описують взаємозалежність як латентних змінних (внутрішня частина моделі), так і їх описових індикаторів (зовнішня частина моделі). Емпіричні результати дослідження підтверджують статистично значущий зв'язок на рівні 0,8-0,9 за коефіцієнтом альфа Кронбаха

*між економічними, соціальними інноваційними, екологічними та політичними складовими.
Запропонована модель PLS-PM дозволила виділити основні напрями розвитку туризму для України,
Молдови та Грузії. Крім того, використання запропонованої моделі дало підстави виокремити
розриви між реальною ситуацією в аналізованих країнах та соціально-економічним розвитком країн
ЄС. Отримані результати свідчать, що ефективність функціонування туристичної галузі
залежить від екологічних та соціальних показників розвитку країн. Крім того, для України, окрім
екологічних та соціальних індикаторів на туристичний імідж країни впливає політична
стабільність. При цьому динамічні політичні реформи в Грузії призвели до збільшення популярності
країни серед туристів. Авторами доведено, що результати оцінки взаємозв'язку між туризмом та
соціальним, економічним, екологічним та інноваційним розвитком може стати підґрунтям для
формування стратегії розвитку туристичної галузі з метою покращення макроекономічної
стабільності країни.*
Ключові слова: туризм, модель, фактори, ЄС, турист, економічний розвиток, стабільність.