

FOREIGN TRADE AND CUSTOMS

Actual Risks In the International Tourist Activity

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Abstract – *In the article actual risks and their factors are identified in the international tourist activity. On the basis of specific classification signs, the classification of risks is improved in the international tourism. The methods of optimization of risks are described.*

Key words – international tourism, risks, factors of risks, risk-management, optimization methods of risks, insurance.

I. Introduction

In the present conditions the realization of international tourist activity is related with the presence of large amount of risks. It can be explained by the feature of the tourist product, presence of various factors of risks that influence both on tourists and the activity of tourist enterprises. That's why in the modern conditions for the enterprises of tourist industry the important tasks are authentication, evaluation and optimization of risks.

II. Exposition of the main material of research

International tourist activity in conditions of today's dynamic changes in a world economy, is accompanied by the increase of amount of specific risks and increase of their influence.

It is appropriate to distinguish such main factors of risk of the environment in the international tourism:

1. Political instability in the countries of the rest of tourists.
2. Dependence on natural and ecological conditions.
3. Improper implementation of obligations by contractors that participate in the creation of tourist product (enterprises of hospitality, ferrymen, excursion bureaus, insurance companies, etc).
4. Economical situation both in the country of residence of tourist and in the countries of rest.

One of the main risks in the today's conditions is a political risk. An unsteady political situation, the terrorism, the war, the revolution, an introduction of visa regime negatively influence the tourist stream in the country. The typical example of this type of risk are the events of the "Arabic spring" and their influence on the tourist industries in North Africa and the Middle East. In the consequence of the revolution, the street protests, the cases of attacking foreign citizens, the

tourist attractiveness of the region went down, and the tourist industry bore considerable losses. In particular the amount of tourists in Egypt in 2011 went down on the 33 %, and the incomes of the tourist industry decreased on 30 %, from \$12,5 milliards in 2010 to \$8,8 milliards in 2011 [1].

Common amount of the tourist profits to Egypt from January to July 2013 on 8 % lower for the index of 2012. The decrease of the tourist stream from Ukraine to Egypt in 2011 presents 30-40% [2]. In the consequence of the revolution the quantity of foreign tourists in Tunis decreased in 2011 on 45 % [3]. Worsening of the political situation in the region was negatively represented in Ukrainian tourist business, as these directions are popular among the Ukrainian tourists.

Natural and ecological risks substantially influence international tourist activity, as possibility of the realization of the tourist trip depends on natural and climatic conditions in the countries of the world. A tsunami in Thailand and Indonesia, floods in Western Europe, forest fires in Montenegro became the reason of maintenance of tourists from the journeys to these countries. Because of the flood in 2011 the tourist industry of Thailand sustained loss on \$324 millions. The stream of the tourists to Japan after the earthquake and destruction of "Fukusima" decreased on 24,4 % [1]. As a result of the Icelandic volcanic the International air transport association estimated the losses of airlines in \$1,7 milliards, including the losses of the Ukrainian airlines present \$6 millions.

The risks of choice and reliability of the partner are very important in the tourist industry, as at creation and realization of the tourist trip the tour operator cooperates with many partners (ferrymen, insurance companies, travel agencies, hotels, etc). Non-fulfillment or improper implementation of the obligations brings to the negative reviews of tourists about the work of tour operator, as about the organizer of the trip.

An important task for the tourist enterprises is the determination of the stage of origin and the risk factor for that to make decision about its avoidance, localization or optimization. There is a requirement in the improvement of classification of risks in tourism, applying specific signs characteristic for tourist industry (TABLE 1).

The radical method of the influence of risk is its avoidance. In the tourism the use of this method shows up in the refusing from the cooperation with unreliable partner, maintenance or limitation of the journeys to the certain countries in the period of adverse weather conditions, political instability. For example, the Ministries of Foreign Affairs of the European states because of revolutionary events in Egypt officially recommended the citizens to visit only tourist centres during a journey to the Red Sea and Upper Egypt. The tour operators refused from the organization of journeys to Cairo, Alexandria, Aswan.

TABLE 1
CLASSIFICATION OF RISKS ACCORDING TO THE SPECIFIC
SIGNS TYPICAL FOR THE INTERNATIONAL TOURISM

Signs of classification	Types of risks
Participants of relations that arise up during realization of tourist activity	risks of subjects of tourist activity (tour operators, travel agents, enterprises of services of hospitality, establishments of public food consumption, etc.) risks of tourists;
Direction of tourist stream	Risks of foreign tourism; risks of international tourism.
Sources of risk	Risks of internal environment of enterprise; risks of outside environment of enterprise: global risks (branch risks, specific to the enterprises of tourist industry); local risks (local risks that arise up on a limit territory).
Stage of tourist activity	Risks of the stage of organization of the tourist trip; risks of the stage of advancement and realization of the tour; risks of the stage of realization of the tourist trip.

One of the most reasonable methods of optimization of risks, that is mostly used is the diversification in the tourist activity. Such directions of diversification are used for the enterprises of tourist industry:

1. The diversification of types of tourist activity. The examples of application of this direction diversification for the different subjects:

- for tour operators there is the organization of the tour products from the different types of tourism (cognitive, marine, religious, business, etc.) and in the different countries. In particular, the reduction of tourist stream from Ukraine to Egypt to the tour operators was succeeded to compensate due to reorientation of the clients for the tours to UAE and Sri Lanka;

- for travel agents are entering into contracts with a few tour operators that offer the different types of tours;

- for public food consumption there is an orientation not on the particular national cuisine, but on their totality; organization of departure service;

- for hotel business there is the creation of the establishments of hospitality of different categories.

2. Diversification of contractors. The tour operators carry out it by contracting with a few networks of hotels, ferrymen, insurance companies; creation of wide network of tour agencies.

3. Diversification of brief-case of securities. During realization of investments in different securities of a few enterprises, probability of receipt of profit and level decline of risk of income loss grows.

4. Diversification of deposit brief-case. At presence of temporally free money in the enterprises of tourist industry, they can be placed on deposit storage in different banks.

Among the methods of optimization of risks that are used by the tourist enterprises, insurance has a value meaning. According to the law of Ukraine "On insurance" envisaged obligatory insurance of responsibility of the subjects of tourist activity for a loss inflicted to life, health or property of the tourist, insurance companies offer also the services of insurance of financial responsibility of travel agencies before the tour operators and the tourists. The accidents insured after such type of insurance are impossibility in time and in full to carry out transfer envisaged by an agent agreement funds.

Conclusion

Taking into account the modern trends of the international tourist activity and also increases of level of risks, an important task is an exposure of the factors of risks and application of effective methods of management risks. The improved classification of risks allows to choose the effective method of optimization, depending on a source and stage of origin.

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