INTERNATIONAL COOPERATION ON THE DEVELOPMENT OF TOURISM IN EUROPE

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Annotation: In this thesis, along with information about the importance of tourism, many factors are listed as to why European countries have high tourism potential. it is known to the whole world that the flow of tourists visiting European countries is very large both in history and now. This sector plays an important role in the economy of European countries. Also, the thesis contains specific facts about the international organization and cooperation that played an important role in the development of tourism in Europe.

Key words: Tourism, Europe, EU member states, urban areas, “Transylvania - the birthplace of Dracula”, UNESCO, Mediterranean climate, UNWTO, Global Code of Ethics, Sustainable Development Goals (SDGs).

In many countries, tourism plays a significant role in the formation of gross domestic product, the creation of additional jobs and employment, and the activation of the foreign trade balance.

Cooperation between public and private sectors, directly and indirectly involved in tourism, promoting the consolidation and valorisation of the destination, through the sharing of resources, knowledge and strategies, which allow the development of tourism and greater efficiency in the management of services and products.

Currently, the tourism potential of the countries located in Europe is extremely large. The reason for the popularity of Europe as a tourist region is due, as noted, to the high level of development of tourism infrastructure and the presence of rich cultural and historical potential. All types of tourism are developing on the territory of the EU member states, ranging from classic ones, such as cultural and educational (excursion) and recreational, to extreme and event tourism. The price range is also varied. People with different income levels can choose a suitable tourism product for themselves without compromising the quality of service.

In recent years, there has been a clear trend towards strengthening environmental protection measures. Europe as a whole is characterized by relatively high standards of living standards and education. These factors explain the increased attention to environmental protection issues in the countries of the European Union for the purposes of the so-called sustainable development of tourism1, especially environmental tourism. It is seen as an alternative to mass forms of tourism, since the ideology of such travel includes responsibility to the environment. In EU countries, eco-tourists often visit national parks in their countries. One of the most important functions of national parks is to ensure the recreation and health of the local population, therefore domestic tourists noticeably predominate in the structure of the tourist flow. The share of foreigners is kept to a minimum (in recent years, however, in the national parks of EU countries there has been an increase in the share of visitors from neighboring countries).

Another trend is that most Europeans live in densely populated urban areas. This largely predetermined the preferences of Europeans in rural tourism, which represents a special type that combines forms of organized and unorganized recreation for people in rural areas in order to familiarize themselves with nature, get to know the way of life, and the traditions of farming. Currently, this type of tourism is practiced in all European countries, but the level of its

development in each specific case is different. There are three main leaders in this segment of the European market - France, Germany and the UK, which were also pioneers in this type. In addition, rural tourism is actively developing in such European Union countries as Spain, Italy, Denmark and Sweden. Romania became its important center at the pan-European level, promoting its own project called “Transylvania - the birthplace of Dracula” to the market. Rural tourism has been successful in Poland for several years; according to incomplete statistics, more than 500 thousand people use its services every year. The state provides support to rural tourism, including through lending to peasant farms.

The measures taken by states to support tourism naturally lead to the fact that for many countries this industry is one of the key sectors of the national economy. It directly contributes to overcoming poverty by creating new jobs both directly in the tourism sector (travel agencies, tour operators, guides, etc.) and in related sectors of the national economy (transport, accommodation facilities).

Tourism development institutions established in Europe will further increase the potential of tourism in Europe. For example, the Institute of Tourism Research conducts a study of factors influencing the development of the tourism industry, marketing research on the international and national (Spanish) tourism markets, and prepares conclusions and recommendations in the field of state tourism policy.

There are several factors why Europe has been and continues to be the center of international tourism. After all, the streets of the “old world” and architectural monuments are unique, which arouses great interest among tourists (the Colosseum, the Eiffel Tower, the Leaning Tower of Pisa and others). In addition, natural features are important: many seas, countless beaches, rivers, amazing mountain landscapes.

European travel destinations remain the most popular for many reasons. European civilization has ancient roots. The Roman Empire and Ancient Greece are the most studied cultures. The Christian religion in its development, cathedrals and temples, cultural monuments and entire cities included in the UNESCO World Heritage Fund - all this attracts tourists from all over the world. In addition to a lot of attractions, Europe has a developed tourist infrastructure, comfortable hotels, good roads and convenient transport. The Mediterranean climate also plays an important role, as does the opportunity to combine a cultural tourism program with a seaside holiday and a trip to the mountains.

An international tourism organization is an organization created to further the interests of the tourism industry and to bring together the various businesses involved in the industry. The benefits the travel industry brings to various destinations is also highlighted by these organizations.

The aim of international tourism is creating more and better jobs and providing relevant training; building resilience and promoting safe and seamless travel and harnessing tourism's unique potential to protect cultural and natural heritage and to support communities both economically and socially.

International Organization for Tourism UNWTO is an important organization for the development of international tourism in Europe.

UNWTO members have endorsed the Management Vision of the Secretary-General which seeks to position tourism as a policy priority, lead in knowledge creation, enhance the Organization’s

capacity through **building new and stronger partnerships**, and offer better value for existing Members while also expanding membership.

To realize the Management Vision, UNWTO's work is based around five distinct pillars:

1. making tourism smarter through celebrating innovation and leading the digital transformation of the sector;
2. making tourism more competitive at every level through promoting investment and promoting entrepreneurship;
3. creating more and better jobs and providing relevant training;
4. building resilience and promoting safe and seamless travel; and
5. harnessing tourism's unique potential to protect cultural and natural heritage and to support communities both economically and socially.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 159 Member States, 6 Associate Members and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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