Динамика и география международного туристского обмена Великобритании в первые два десятилетия XXI века

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Abstract
Великобритания является родиной туризма и имеет большой опыт в его организации. И хотя Соединённое королевство в 2019 г. входило в ТОП-10 стран мира по приёму иностранных туристов, 2020 г. принёс стране глубокий кризис в туристской сфере, вызванный пандемией Covid-19. При этом данный кризис может иметь продолжение и после снятия ограничений в передвижении, связанных с пандемией, но уже по причине выхода страны из Европейского союза и изменений в правилах пересечения границ страны с 2021 г. Целью статьи является оценка влияния различных факторов на величину и структуру въездного и выездного туризма Великобритании в первых двух десятилетиях XXI в. Новизной исследования является географический анализ посещаемости разных регионов Соединённого королевства туристами из стран, дающих основную часть въездного туристского потока. Как показали результаты исследования, на динамику международного туристского обмена Великобритании в период 2000–2019 гг. в большей мере оказали влияние два фактора — экономический кризис в конце первого десятилетия и брексит в конце второго десятилетия. Второй кризис перерос в 2020 г. в масштабный коллапс, вызванный пандемией Covid-19. Так, во втором квартале 2020 г. величина въездного туристского потока была в 25 раз меньше, чем в предыдущие годы.

Keywords list (en): въездной и выездной туризм, структура туристского потока, туристская посещаемость регионов, брексит, Covid-19

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Introduction. Great Britain is the birthplace of tourism as a form of conducting and organizing cultural leisure, which later turned into one of the fastest-growing sectors of the world economy. The country has the longest experience in the development of the tourism industry in the world and has accumulated considerable experience in improving this sector of the economy. That is why the United Kingdom attracts attention from experts in the field of tourism from different countries.

In 2019 The United Kingdom ranked tenth in the world in terms of foreign tourist traffic, whilst was only 21st in the world in terms of population (at the beginning of 2020). However, the United Kingdom's tourism industry was not spared the shocks of the first two decades of the 21st century – the economic crisis at the end of the first decade and Brexit at the end of the second decade. But the most severe effect to the UK tourism industry was caused by the COVID-19 pandemic in 2020–2021, which led to multiple reductions in the size of incoming and outgoing tourist flows.

The purpose of the study is to identify the influence of various factors on the dynamics and geography of inbound and outbound tourism in the UK in the first two decades of the 21st century.

Overview of the predecessors’ work. Due to the interest from tourism specialists, many publications are devoted to the development of the tourism sector in this country. Together with the general issues of tourism development in the United Kingdom [1–3; 8], including domestic tourism [18], special attention is paid to the experience of the state in improving the tourism sector. This applies to tourism in general in the post-industrial era [10; 13; 14; 29], and individual types of tourism [5; 11], or the demand for this historical and cultural heritage of the country [12; 23]. Moreover, this experience is considered from a variety of perspectives, for example, from the impact on established local communities’ point of view [28]. It is also necessary to note the works where the dynamics of the tourist exchange of Great Britain with Russia is analyzed [3; 20]. Using the example of Great Britain, the author considers the exit of the tourism industry from the global economic crisis at the end of the first decade of the 21st century [21; 22]. There are also publications devoted to the analysis of the impact of the country's vote to leave the European Union (Brexit) [7; 9]. Thus, the impact on the development of tourism is considered not only economic but also geopolitical factors. Geopolitics has a significant impact on the size, structure, and direction of tourist flows [30], and, in this regard, we can particularly note the study devoted to the discussion of options for the development of tourism in Scotland in the event of its secession from the United Kingdom (as a reaction to the 2014 referendum) [25].

In 2020, the entire world was in a state of crisis in the tourism industry, associated with the complete or partial closure of most state borders to limit the spread of COVID-19. These restrictions fully affected the UK, which affected multiple decreases in the size of inbound and outbound tourism. Many scientific papers have already been devoted to the impact of the COVID-19 pandemic on the global tourism industry ([4; 15; 19; 24; 26] and others), but it is likely that a full analysis of this impact on tourism in the UK will be given only after the end of the COVID-19 pandemic.

Information base and research methodology. The information base of the article is tourism statistics presented on national websites such as VisitBritain and Office for National
The analysis of the international tourist exchange dynamics in Great Britain is based on the methodology that was developed to characterize the changes in the outbound tourism structure of citizens of the Russian Federation over a significant time interval in the 21st century [6; 17].

It is necessary to mention the method that allows displaying on the map the geography of visits by foreign tourists to different regions of the UK. The traditional method involves identifying the countries that are leading in terms of the number of tourists visiting a particular region of the country. This is how the information on foreign tourists' visits to the UK regions is presented in the report for 2019, provided on the VisitBritain website [27]. There are also examples of improving this methodology when a classification of regions is developed based on the share of tourists arriving from the leading three countries, which is then used for typological zoning of the country. This technique has been tested, for example, in Finland [16]. But if there is a need to show the geography of the distribution of visits to the regions by tourists from more than three or four countries, this method is not suitable.

The article uses a different method, which determines not the leading countries for foreign tourists in the regions, but the regions of the state that are most visited by tourists from specific countries. For this purpose, a relative indicator is used, which is called the “degree of attendance”. This indicator is calculated based on a comparison of the share of the country's region in visits by all foreign tourists and tourists from a particular country. If the share of visits to the region from a particular country is more than 1.5 times higher than the share of visits to the region by all foreign tourists, then the degree of attendance is designated as “high”. Similarly, but in the opposite direction, a “low” degree of attendance is defined. Intermediate stages are designated as “above average” and “below average”. The exception was made by the leading regions in the UK in terms of foreign tourist traffic — the South-East and London. Here, other quantitative criteria are used to distinguish these four categories (by a difference of 1.25 and 1.05 times, respectively, from the regional average).

The results of the study. Dynamics and structure of the incoming tourist flow. Figure 1 shows the dynamics of the number of visits to the UK from 2009 to mid-2020. In general, it can be noted that the period from 2009 to 2019 saw an increase in inbound tourist flow. However, the figure shows two periods of slight falls in the number of visits to the United Kingdom. The first occurred in 2010, followed by a slowdown in growth until 2014, which is directly related to the consequences of the global economic crisis of 2008. The second small drop occurred in 2018, which was the result of the announcement of the UK’s exit from the European Union. However, the dynamics of this indicator at the end of the second decade of the 21st century requires a somewhat more in-depth analysis.

Fig. 1. Dynamics of foreign tourist arrivals in the UK in 2009 – the first half of 2020
On June 23, 2016, a referendum was held on the UK's withdrawal from the European Union, but in fact, the procedure for leaving the European Union (Brexit) began to be implemented in 2017. This year, there was a sharp jump (almost 5 %) in the arrival of foreign tourists. Most likely, the increase in the number of tourists was due to the fall in the value of the pound against the euro and the dollar as a result of the announcement of the country’s withdrawal from the European Union. Later, in 2018 and 2019, the growth of inbound tourism was no longer observed. This was probably influenced by some uncertainty around Brexit, which eventually dragged on until the end of 2020. For example, in 2018, there was a slight drop in the incoming tourist flow (by about 2 %), and even in 2019, its value did not reach the level of 2017.

An even deeper crisis in the UK tourism industry occurred in 2020 when the COVID-19 pandemic was declared by the World Health Organization. In the first half of 2020, about 7.4 million tourists visited the United Kingdom. At the same time, in the first quarter of the year (from January to March), almost 7 million visits were recorded, and in the second quarter (from April to June), less than 400 thousand visits were recorded. Thus, if in the first quarter of 2020 the incoming tourist flow was about 70 % of the average in recent years, while in the second quarter when the first lockdown was announced, it was 25 times less. As a result, for the first half of 2020, the value of the incoming tourist flow to the UK was only 35 % of the average for recent years. The situation hardly improved in the second half of 2020 and early 2021, when the second and third lockdowns were announced, respectively. The tourism industry in the United Kingdom actually stopped developing during this period and was one of the most affected by the COVID-19 pandemic.

The three leaders in inbound tourism to the UK in the period from 2009 to 2019 were the U. S., France and Germany (Fig. 2).

Ireland is slightly behind the TOP-3. From 2009 to 2019, the combined share of the top four States in the total volume of inbound tourism to the UK fell from 40 % to 34 %. At about the same level during this period, three other states were kept: Spain, Italy, and the Netherlands. The TOP 10 for inbound tourism to the UK also includes Poland, Belgium, and Australia. Figure 3 shows the dynamics of incoming tourist traffic to the UK from these ten countries, to which four more countries are added, also making a large contribution to the total amount of incoming tourist traffic to the United Kingdom.
The first place in the incoming tourist flow to the UK since 2016 is occupied by the United States. For the entire period of 2009–2019 the United Kingdom was visited by 40.8 million Americans. They view the UK as their "historic homeland" and it is the most visited country in Europe. Tourists from the United States are attracted to the UK by sports events, modern culture, urban life, as well as holidays. A particularly rapid increase in the flow of tourists from the United States was observed from 2015 to 2017, which can be attributed to the fall of the pound against the dollar in the initial period of Brexit. But already in 2018–2019, the value of this tourist flow tended to decrease.

In the second position in terms of incoming tourist flow to the United Kingdom is France (40.7 million visits in the period 2009–2019). At the same time, until 2016, France was the leader in incoming tourism to the United Kingdom, only in recent years losing this leadership to the United States. The most important factor of tourism from France is the “ease of movement” using the tunnel built under the English Channel. The average length of stay of French tourists in the UK in 2019 was 4.7 nights. In 2017–2019. There was a decrease in the incoming tourist flow from France, which, most likely, was the first manifestation of Brexit.

The third-largest tourist flow to the UK is Germany. Germans appreciate the United Kingdom's cultural heritage, sports, and vibrant cities. The average length of stay of tourists from Germany in 2019 was 5.5 nights and tended to increase compared to previous years. It should also be noted that the dynamics of the tourist flow from Germany did not experience significant fluctuations throughout the study period.
Ireland is only slightly behind the TOP 3 in terms of inbound tourism to the UK. For the period from 2009 to 2019 were recorded 30 million visits to the UK from that country. As a direct neighbor of the UK, Ireland was more responsive to the economic crisis of the end of the first decade, and until 2013 there was a decline in tourist traffic from it. But by 2016, the volume of tourist traffic was restored, although in 2019 a new drop was recorded. The average length of stay of Irish people in the United Kingdom in 2019 was 3.1 nights and is trending upward.

Poland and Romania should be particularly noted, where the value of the tourist flow grew at the highest rate. The incoming tourist flow from other countries experienced only small fluctuations, little related to economic and geopolitical factors.

**Geography of inbound tourism.** The distribution of tourists from different countries by region of the UK is considered according to the results of 2019. London was the main point of visit for almost half of the foreign tourists. It is a top-ranked global city with a global financial center and a well-known historical component. The second most visited region of the country by foreign tourists was South-East England (Table 1), which is a major economic center and, at the same time, is characterized by a rich cultural and historical heritage.

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Visitors, Thous. people</th>
<th>Tourists from the USA Region’s share, %</th>
<th>Tourists from Ireland Region’s share, %</th>
<th>Tourists from France Region’s share, %</th>
<th>People Region’s share, %</th>
<th>People Region’s share, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Northern Ireland</td>
<td>400</td>
<td>0.87</td>
<td>28 280</td>
<td>0.51</td>
<td>205 500</td>
<td>7.52 0.54</td>
</tr>
<tr>
<td>2. Wales</td>
<td>1 020</td>
<td>2.22</td>
<td>120 940</td>
<td>2.16</td>
<td>137 060</td>
<td>5.01 76 2.15</td>
</tr>
<tr>
<td>3. Scotland</td>
<td>3 460</td>
<td>7.56</td>
<td>635 830</td>
<td>11.36</td>
<td>145 820</td>
<td>5.33 221 6.24</td>
</tr>
<tr>
<td>4. Northwest</td>
<td>3 450</td>
<td>7.54</td>
<td>281 750</td>
<td>5.03</td>
<td>372 820</td>
<td>13.64 164 4.63</td>
</tr>
<tr>
<td>5. Northeast</td>
<td>540</td>
<td>1.18</td>
<td>48 110</td>
<td>0.86</td>
<td>61 370</td>
<td>2.24 29 0.84</td>
</tr>
<tr>
<td>6. Yorkshire</td>
<td>1 320</td>
<td>2.88</td>
<td>105 090</td>
<td>1.88</td>
<td>96 320</td>
<td>3.52 79 2.24</td>
</tr>
<tr>
<td>7. West Midlands</td>
<td>2 430</td>
<td>5.31</td>
<td>157 080</td>
<td>2.81</td>
<td>264 140</td>
<td>9.66 145 4.1</td>
</tr>
<tr>
<td>8. East Midlands</td>
<td>1 200</td>
<td>2.62</td>
<td>84 240</td>
<td>1.50</td>
<td>121 030</td>
<td>4.43 60 1.72</td>
</tr>
<tr>
<td>9. Southwest</td>
<td>2 600</td>
<td>5.68</td>
<td>271 810</td>
<td>4.85</td>
<td>209 060</td>
<td>7.65 215 6.08</td>
</tr>
<tr>
<td>10. Southeast</td>
<td>5 390</td>
<td>11.77</td>
<td>576 060</td>
<td>10.29</td>
<td>249 160</td>
<td>9.11 532 4.40</td>
</tr>
<tr>
<td>11. Eastern England</td>
<td>2 270</td>
<td>4.96</td>
<td>199 770</td>
<td>3.57</td>
<td>122 920</td>
<td>4.5 166 4.67</td>
</tr>
<tr>
<td>12. London</td>
<td>21 700</td>
<td>47.4</td>
<td>3 090 000</td>
<td>55.19</td>
<td>748 460</td>
<td>27.38 1 840 51.8</td>
</tr>
<tr>
<td>Total by UK region</td>
<td>45 780</td>
<td>100 %</td>
<td>5 598 960</td>
<td>100 %</td>
<td>2 733 660</td>
<td>100 %</td>
</tr>
</tbody>
</table>

* The degree of attendance of the region by tourists from the designated country: **13.63** – high; **6.63** – above average; 5.31 – below average; 2.81 – low.
The third position in terms of foreign tourist traffic is occupied by Scotland, which is an autonomous part of the United Kingdom and differs from other European countries in preserving its ancient customs and culture. The fourth position is occupied by the Northwest of England, which attracts tourists with its climate and cities with diverse infrastructure. It is second only to Southwest England in terms of the number of visits, which is quite interesting from a historical and cultural point of view. The industrial core of the country is the West and East Midlands regions. At the same time, these regions are not devoid of historical heritage and are located close to the capital. Adjacent to them from the north, Yorkshire includes the most famous county in the northern part of England. The hallmark of Yorkshire is the famous York Cathedral. No less interesting from a tourist point of view, characterized by a small number of foreign tourists, are two parts of the UK: Wales and Northern Ireland. At the same time, Wales is considered the most beautiful region of the country, where castles and other medieval heritage attract tourists.

Based on the methodology presented above, the “degree of attendance” of different regions of the UK by tourists from different countries was calculated. First, we considered the attendance of tourists from the United States, Ireland, and France in various regions of the country (Fig. 4).
American tourists most often visit London and Scotland. Tourists from Ireland prefer to visit Northern Ireland, Wales, Northern England, and the Midlands more often, while less often visiting London and the surrounding regions. Tourists from France, on the contrary, are more likely to visit London and the southern regions of the country in general. Thus, the geographical location of these countries affects the attendance of tourists from Ireland and France in different regions of the UK, and tourists from these countries are more likely to visit the regions of the United Kingdom located next to their countries. Other interests characterize American tourists who are focused on visiting the capital and the most exotic region of the country from their point of view – Scotland.

Quite interesting are the regional preferences of tourists from European countries that are quite remote from the UK itself. Tourists from the Netherlands, Germany, Poland, and Spain were selected (Table 2, Fig. 5). Tourists from these countries are characterized by a uniform distribution across the country. It should be noted that the last two categories of tourists are noticeably less interested in the autonomous historical regions of the United Kingdom: Scotland, Wales, and Northern Ireland.

Table 2 Distribution of tourist visits from the Netherlands, Germany, Poland and Spain by UK region in 2019*

<table>
<thead>
<tr>
<th>Region</th>
<th>Tourists from the Netherlands Thous. people</th>
<th>Tourists from Germany Region’s share, %</th>
<th>Tourists from Poland People</th>
<th>Tourists from Spain Region’s share, %</th>
<th>People</th>
<th>Region’s share, %</th>
<th>People</th>
<th>Region’s share, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Ireland</td>
<td>21 780</td>
<td>1.08</td>
<td>13 010</td>
<td>0.36</td>
<td>18 150</td>
<td>1.00</td>
<td>22 180</td>
<td>0.87</td>
</tr>
<tr>
<td>Wales</td>
<td>63 090</td>
<td>3.14</td>
<td>85 420</td>
<td>2.39</td>
<td>36 350</td>
<td>2.01</td>
<td>42 210</td>
<td>1.66</td>
</tr>
<tr>
<td>Scotland</td>
<td>181 960</td>
<td>9.04</td>
<td>322 400</td>
<td>9.03</td>
<td>85 190</td>
<td>4.7</td>
<td>128 460</td>
<td>5.05</td>
</tr>
<tr>
<td>Northwest</td>
<td>156 000</td>
<td>7.75</td>
<td>259 630</td>
<td>7.27</td>
<td>176 290</td>
<td>9.74</td>
<td>196 880</td>
<td>7.75</td>
</tr>
<tr>
<td>Northeast</td>
<td>34 650</td>
<td>1.72</td>
<td>43 280</td>
<td>1.21</td>
<td>36 590</td>
<td>2.02</td>
<td>33 080</td>
<td>1.3</td>
</tr>
<tr>
<td>Yorkshire</td>
<td>56 960</td>
<td>2.83</td>
<td>62 970</td>
<td>1.76</td>
<td>115 390</td>
<td>6.37</td>
<td>65 870</td>
<td>2.59</td>
</tr>
<tr>
<td>West Midlands</td>
<td>133 300</td>
<td>6.63</td>
<td>201 480</td>
<td>5.64</td>
<td>246 770</td>
<td>13.63</td>
<td>150 390</td>
<td>5.92</td>
</tr>
<tr>
<td>East Midlands</td>
<td>47 400</td>
<td>2.36</td>
<td>91 050</td>
<td>2.55</td>
<td>126 950</td>
<td>7.01</td>
<td>61 190</td>
<td>2.41</td>
</tr>
<tr>
<td>Southwest</td>
<td>157 240</td>
<td>7.82</td>
<td>309 050</td>
<td>8.66</td>
<td>94 830</td>
<td>5.24</td>
<td>183 420</td>
<td>7.22</td>
</tr>
<tr>
<td>Southeast</td>
<td>321 300</td>
<td>15.97</td>
<td>515 270</td>
<td>14.44</td>
<td>217 080</td>
<td>11.99</td>
<td>326 280</td>
<td>12.84</td>
</tr>
<tr>
<td>Eastern England</td>
<td>126 550</td>
<td>6.29</td>
<td>155 670</td>
<td>4.36</td>
<td>139 510</td>
<td>7.71</td>
<td>121 570</td>
<td>4.78</td>
</tr>
<tr>
<td>London</td>
<td>711 740</td>
<td>35.38</td>
<td>1 510 000</td>
<td>42.31</td>
<td>517 540</td>
<td>28.58</td>
<td>1 210 000</td>
<td>47.61</td>
</tr>
<tr>
<td>Total by UK region</td>
<td>2 011 970</td>
<td>100 %</td>
<td>3 569 230</td>
<td>100 %</td>
<td>1 810 640</td>
<td>100 %</td>
<td>2 541 530</td>
<td>100 %</td>
</tr>
</tbody>
</table>

* The degree of attendance of the region by tourists from the designated country: 13.63 – high; 6.63 – above average; 5.31 – below average; 2.81 – low.
**Fig. 5.** Degree of regions attendance by tourists from the Netherlands, Germany, Poland, and Spain in 2019

**Dynamics and structure of outbound tourism.** Figure 6 shows the dynamics of outbound tourist flow from the UK in the period from 2000 to 2019. Citizens of the United Kingdom make about twice as many trips abroad as tourists come to their country. The amount spent by UK residents is noticeably higher than by tourists within the country. As can be seen in the figure, the stagnation in outbound tourism, caused by the economic crisis of 2008, covered almost completely the first half of the second decade of the 21st century.
Fig. 6. Dynamics of outbound tourist flow from the UK in 2000–2019

Figures 7 and 8 show the dynamics of tourist flows in the most popular destinations of outbound tourism from the UK. Most often, the British travel to European countries, with the leaders in outbound tourism and recreation are Spain and France. Germany, the Netherlands, Greece, and Portugal are also quite popular destinations for outbound tourism and recreation. Together, the first six destinations accounted for 35% of the total outbound tourist flow from the UK, but by 2019, this share had fallen to 24%.

Fig. 7. Structure of outbound tourist flow from the UK in 2000–2019 (by main destinations of departure)
The most popular destination for tourists from the UK in the second decade of the 21st century was Spain (157 million visits in the period 2000–2019). This destination of outbound tourism gradually increased its popularity, and even the economic crisis and Brexit had little effect on the growth of British interest in holidays in Spain.

Spain, as a destination for outbound tourism of British citizens, took the lead from France (131 million visits from 2000 to 2019). Moreover, France lost first place even before the economic crisis of 2008, and in the future, the interest in recreation in this country among residents of the United Kingdom steadily declined. A sharp drop in outbound tourism to France occurred in 2019, which can be attributed to the consequences of Brexit.

The two clear leaders of outbound tourism from the UK are clearly inferior to Germany and the Netherlands (approximately 38 million visits in 2000–2019). Tourist flows in these areas were almost not affected by the economic and political upheavals of the first two decades of the 21st
In the 20th century. Among the other main destinations of tourism, it is necessary to note Greece and Portugal with rapidly growing popularity, as well as Cyprus, where the popularity of recreation gradually decreased, and in 2019 the flow of tourists there almost stopped altogether.

Conclusions. The dynamics of the international tourist exchange in the UK in the period 2000-2019 were largely influenced by two factors — the economic crisis of 2008 and Brexit at the end of the second decade. During the first crisis, which mainly covered the tourism sector in 2009 and 2010, there was a slight drop in the incoming tourist flow (2 %) and a more significant (7 %) drop in the outgoing tourist flow. Brexit, the impact of which was most noticeable in 2018–2019, caused a drop in the incoming tourist flow at the level of 2 %. Crisis escalated in 2020 in the larger collapse caused by the COVID-19 pandemic.

The United States and France currently occupy the first two places in the incoming tourist flow to the UK. At the same time, in 2016, there was a change of leader — the first place from France went to the United States. Germany and Ireland are slightly behind the two leaders in inbound tourism. However, the combined share of these four countries from 2009 to 2019 in the total arrivals dropped from two-fifths to one-third. The greatest contribution to the first crisis (at the turn of the first and second decades) was made by Ireland, in the second crisis (with the beginning of Brexit) — by France and the United States.

About half of the visits to the UK are in London and about 12 % — in the Southeast of the country adjacent to the capital. The remaining regions of the UK account for 40 % of visits by foreign tourists. Among American tourists, London and Scotland are the most popular. Tourists from Ireland prefer to visit Northern Ireland, Wales, the Middle, and northern England largely, while less often visit London and the surrounding regions. Tourists from France, on the contrary, are more likely to visit London and the southern regions of the country in general. A more even distribution across the country characterizes tourists from the Netherlands, Germany, Poland, and Spain. The last two categories of tourists are less interested in the autonomous historical regions of the United Kingdom: Scotland, Wales, and Northern Ireland.

The size of the outbound tourist flow from the UK is about twice the volume of the inbound tourist flow. Spain and France occupy the first two places in the outbound tourist flow from the United Kingdom, and the latter is noticeably losing its position, losing its leadership to Spain in 2006. In addition, quite popular destinations for tourists from the United Kingdom are Germany, the Netherlands, Greece, and Portugal. The total share of the first six destinations from 2000 to 2019 decreased from a third to a quarter of the total outbound tourist flow. The crisis at the turn of the first and second decades was characterized by a decline in tourist traffic from the UK to Spain, France, and Cyprus, and at the end of the second decade — to France and Cyprus.

Remarks:
1. Inbound nation, region & county data. URL: >>>>
2. Office for National Statistics. URL: >>>>
3. Eurostat regional yearbook 2020. URL: >>>>
4. A compilation of data on tourism flows between source markets and destinations, powered by Telefonica / UNWTO. URL: >>>>

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Dynamics and geography of the international tourist exchange of the UK in the first two decades of the 21st century

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Аннотация

The UK is homeland to tourism and has a long history of organizing tourism. And although the United Kingdom was in the top 10 countries in the world for receiving foreign tourists in 2019, 2020 brought the country a deep crisis in the tourism sector caused by the Covid-19 pandemic. At the same time, this crisis may continue after the removal of restrictions on movement associated with the pandemic, but already due to the country's exit from the European Union and changes in the rules for crossing the country's borders from 2021. The purpose of the article is to assess the impact of various factors on the size and structure of entry and outbound tourism in Great Britain in the first two decades of the XXI century. The novelty of the study is the geographical analysis of the attendance of different regions of the United Kingdom by tourists from countries that provide the bulk of the inbound tourist flow. As shown by the results of the study, the dynamics of international tourist exchange in Great Britain in the period 2000–2019 to a greater extent were influenced by two factors — the economic crisis at the end of the first decade and Brexit at the end of the second decade. The second crisis escalated in 2020 into a massive collapse caused by the Covid-19 pandemic. So, in the second quarter of 2020, the value of the inbound tourist flow was 25 times less than in previous years.

Ключевые слова: inbound and outbound tourism, structure of tourist flow, tourist attendance in regions, Brexit, Covid-19

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