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Globalisation Processes and Tourism Industry Development in North-East Asia (Korea, China, Japan)

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Abstract--The paper covers relevant issues, such as the current state of the tourism services sector in China, Japan, and South Korea. The significance is confirmed by the growing role of the North-East Asian countries in the world trade in services and the growing contribution of tourism to the global gross domestic product. The purpose of this study is to identify the features, problems, and prospects for the development of the tourism services sector in China, Japan, and South Korea. The paper uses methods of systematisation and typification, which made it possible to determine the specifics of the development of cultural tourism in the Far Eastern region among the current range of opinions and areas of cultural tourism research. The study uses the principles of historicism and objectivity, which allowed analysing the development and current state of tourist exchange. A cultural approach was also used to reconstruct the cultural and humanitarian population of North-East Asia through the mutual enrichment of nations and people. The systematic approach made it possible to understand the importance of humanitarian exchange between people and identified the universality of tourism.

Keywords—economy, gross domestic product, tourist exchange, trade services, travel.

Introduction

As a promising area in the economy of many countries, the tourism and hospitality industry acts as a kind of catalyst for their socio-economic development. The development of the tourism industry contributes to meeting the needs of the population, positively affects the change in the appearance of the territory, contributes to the strengthening of interregional and international relations, revival of business activity, has a stimulating effect on key sectors of the economy, such as transport, communications, construction, hotel industry, trade, production of consumer goods, etc. (Huo & Wang, 2020; Lin, 2020; Ren, 2018). In general, North-East Asia (NEA) can be considered the most sustainable developing and one of the safest regions in the world today. Another important detail is that the region is environmentally sustainable, it preserves unique corners of flora and fauna, which is very important for natural and ecological tourism. All this makes North-East Asia one of the most promising tourist destinations in the world and sets the task of expanding cooperation in the development of joint tourism in the region. Tourism is a phenomenon at the turn of the 20th and 21st centuries, which has an increasing impact on the pace of socio-economic development of the regions. For 83% of the world's countries, tourism is currently one of the five main sources of income, and for 38% of the countries it is the main one (Yin et al., 2020; Zhang & Liu, 2019; Wu et al., 2019).

According to the World Tourism Organisation (2018), by 2020, tourism will create 550 million jobs (one of the ten jobs in the world), and its revenues will amount to about 2 trillion US dollars. In addition to the socio-economic development, tourism also has spiritual and cultural significance since it affects the most important aspects of society. Furthermore, tourism contributes to the preservation of cultural heritage, the protection of the environment and is a guarantee of maintaining peace and security throughout the world. The countries of North-East Asia play a crucial role in the development of tourism. They account for 37% of global international tourism spendings and almost a quarter of all international arrivals. From 2000 to 2017, this indicator increased by an average of 7%, which has shown the fastest growth among all regions of the world. One of the driving forces behind this growth is China (PRC), the fourth most popular destination in the world. Japan and South Korea are also gaining popularity among travellers (Zhao & Li, 2018).

In the 20th century, tourism became one of the most important economic and social phenomena, and in the 21st century, its role in the system of international relations is growing even more dynamically as a result of the impact of globalisation. It is one of the largest, most profitable, and most rapid-growing sectors of the economy (Doroshenko et al., 2021). According to various sources, the tourism sector accounts for 6 to 11% of the world's gross national product, 7% of global investment, every 16th job, 11% of global consumer spendings, and 5% of all tax revenues (Balaeva & Predvoditeleva, 2010; Dwyer, 2020; Ghosh, 2020). Notably, in developed countries (for example, in the United States and

Germany), with an increase in the income of the population and the number of goods required to meet the needs, spendings on tourist services rose to the fourth place after spendings on food, accommodation, and health care. Tourism as a socio-economic, spiritual, and cultural phenomenon has not yet received a universal and generally accepted definition. The American researcher Jafar Jafari (Bessonova, 2015) proposed to interpret tourism as the study of a person who is outside of his permanent residence, industry meeting his needs, and the impact that both the person and the industry have on the socio-cultural, economic, and physical environment. Alister Mathieson and Geoffrey Wall (Biryukova & Matyukhina, 2016) gave a different definition of tourism, combining the ideas of mobility, tourism activities, and their provision by industry: tourism is the temporary movement of people to a destination outside of their usual place of work and residence, the activities they engage in during their stay in these areas, as well as infrastructure facilities created to meet their needs (Biryukova & Matyukhina, 2016). In the Federal Law of the Russian Federation "On the Foundations of Tourist Activities in the Russian Federation" of 2007 (1996), "tourism" refers to temporary trips of citizens of the Russian Federation, foreign citizens, and stateless persons from their place of permanent residence for recreational, educational, sports, professional, business, religious, and other purposes without participation in activities related to income from sources in the country (place) of temporary stay (Butsenko & Ternorutskaya, 2017). The theoretical framework of the study included the scientific articles of numerous scientists. The practical significance of the study is to develop a project for a target regional tourism cluster.

Tourism involves various approaches to determining the potential. In the book "Fundamentals of Tourism", A.S. Kuskov (Kokushkina & Voronin, 2017) introduced the term "tourist potential" to describe the potential in the field of tourism. According to A. S. Kuskov, tourist potential is all the natural, cultural, historical, and socio-economic prerequisites for organising tourist activities in given territory (Kokushkina & Voronin, 2017). J. Kripenforf (Lapshova & Kamzabayeva, 2016) believes that the potential of tourism is the ability of territories to create the final tourist product (a set of material and non-material elements to meet the needs of tourists, as well as the benefits offered to them) and to develop the economy. S. A. Sevastyanova (Lapshova & Yang, 2017) used the concept of tourism potential opportunities and defined it as a set of natural, natural-anthropogenic, and anthropogenic resources of a tourist region that are used or can be used in tourism, taking into account the trends of their development and meeting the changing needs of the population.

Materials and Methods

The methodology of the study is related to the details of the scientific problem, the purpose of the study, and the obtained goals. The methodological system, which is usually adopted in scientific research, allows for an objective and scientific analysis of various empirical data. When writing the paper, the authors used the principles of historicism and objectivity, which made it possible to analyse the development and current state of tourist exchange (Bimonte & Punzo, 2016). The cultural approach mentioned a topic that predates the concept of reconstruction of the cultural and humanitarian population of North-East Asia through the

mutual enrichment of nations and people. The systematic approach made it possible to understand the importance of humanitarian exchange between people, and also pointed to the universality of tourism. A dialectical approach focused on identifying internal relations and mutual contradictions between the development of cultural contacts and tourist exchange between countries (Agiomirgianakis et al., 2015). The use of the method of systematisation and typification allowed the current range of opinions and areas of cultural tourism research to determine the specifics of the development of cultural tourism in the Far Eastern region of North-East Asia.

The analysis of the current state of the field of tourism metabolism requires various ways of creating historical agreements (videos, films, advertising) with official documents and materials (working with information and statistical data), as well as updating (working with information of real scientifically valuable material). Tourism is a temporary trip from a common place of residence to another region in order to get acquainted with the nature and culture of another region, gain certain knowledge about another place, relax, change activities, participate in some tourist activities, i.e., meet those needs that are difficult to meet for a person in his usual place of residence. In most well-known definitions of tourism, the emphasis is on moving in space, which takes a certain amount of time, therefore, for tourism, the time and spatial frameworks are important. It should not be just a free pastime, but a trip to a certain place. It is worth noting that the implementation of such trips is always associated with economic expenses.

In the modern world, in the West and East, tourism, which promotes cultural exchange between different countries and peoples, has become a public phenomenon. It is usually considered one of the most important elements of the social and cultural life of modern man. The traditions of another country always attract tourists, and this knowledge is the main purpose of tourism. Directly or indirectly, tourism combines the lives of people, the art of political and economic structure. Culture is the basis for understanding others, and flexible culture is the main purpose of tourist travel (Pemayun & Suryanata, 2019; Dewi, 2020). Therefore, cultural exchange is the basis of tourism and, in tourism activities, it becomes a very important aspect of humanitarian cultural exchange. For this paper, this conclusion is of major importance because cultural tourism is the subject of many studies. Cultural tourism in the modern world is the most relevant type of tourism. Humanity is objectively moving closer to homogeneity. This process is extremely contradictory in extreme manifestations, such as the impressiveness of a monopolar world, the desire to create a “new world order”, or a religious monopoly that expresses trends in one process. In a word, this is globalisation. It has identified one model of global development that will distribute the management forces. Consequently, the real process of globalisation takes place in extremely mutually exclusive forms.

Modern tourism is contrary to the globalisation of the world, so in addition to income, tourism can bear some losses, namely: in tourist regions there are environmental, economic, and other problems (Widana et al., 2020). But in the 21st century, tourism should be one of the most effective ways to form a system of universal values. Tourism can contribute to the diversity of a world in which

the free development of everyone is a condition for the development of each. In modern conditions, the cluster approach is one of the insufficiently developed sciences and at the same time a promising area of research and modelling of tourism activities. Clusters as complex groups of enterprises, companies, organisations, and institutions, whose activities are located in the same commercial space, are a global phenomenon. They are characterised by the persistence of developed countries, but they cannot deny their presence in third world countries and countries with economies in transition. The basic concept of Cluster Teoria is to combine individual elements into a single integral unit to perform a specific function when interacting. Clustering in tourism is a sign that many branches of the economy are involved (Tseng et al., 2018). Clusters are formed as a result of spatial forces, events, and their estimates. Since there is an active development of a component cluster, and the tourism sector is no exception, and then there is the use of cluster theory in tourism research, an analysis of the following components is necessary:

- objects of natural and cultural heritage (tourist values);
- infrastructure facilities related to tourist services;
- educational organisations (education);
- tourism management bodies;
- design and scientific institutions.

Results and Discussion

Despite the significant increase in the importance of services around the world in each region, some types of services dominate: in Europe – commercial, tourism, and transport; in North America – commercial, tourism, and financial; in Asia – business, tourism, and transport; in Africa – cultural, health, business, and tourism; in the Middle East – commercial, tourism, and transport; in South and Central America – commercial, building, and tourism. As is evident from the indicators, tourism services are included in the top of the most important types of services for each region in the world. As for East Asia, firstly, China, South Korea, and Japan are the largest exporters of building services in the world. China dominates in information (5th place in the world), commercial (6th place), transport (7th place), and tourism services (9th place); South Korea – in culture and welfare (12th place in the world), transport (13th place), and commercial services (15th place); Japan – in financial, transport (9th place in the world), tourism, and commercial services (11th place). Most experts (including the World Trade Organisation) guarantee that in the 21st century, the global market will continue to develop dynamically to increase the types and range of services consumed, including the global travel market (De Vos et al., 2019). At the 17th Congress of the Communist Party of China (CPC), held in Beijing in October 2010, the proposals of the CPC Central Committee for the development of the 12th five-year plan for the development of the national economy and social sphere were adopted (Auty, 2001).

Within the framework of the 12th five-year plan (2011-2015), the Chinese government for the first time identified the development of the services and trade sector as a priority strategic direction. China was expected to become one of the largest exporters of tourism, transport, and construction services in the world,

increasing its technological and high-tech components. In the Chinese economy, the trend of gradual transformation of the service sector was identified as the main driver of the country's economic growth (England, 1998; Konchitchki & Patatoukas, 2014). As a result of this programme, the share of services in China's total exports increased from 8% in 2013 to 12.3% in 2015, which is significantly lower than expected. In contrast, the volume of services such as travel, construction, information, finance, transport, manufacturing, and public services declined in the structure of Chinese exports. The experience of the 12th five-year plan has shown that it is worth assigning the following priority areas with great potential: strengthen the business sector, provide a fast-growing workforce, promote trade conditions (liberalise), and accelerate advanced management practices. In 2017, China's additional spending on services amounted to 42.70 trillion yuan (+ 8%), which accounted for 51.6% of the gross regional product. Over the past 4 years, ensuring the economic development of the labour sector is part of providing the contractor with industrial production. The number of new businesses that provide services reached 49 million, representing 9% of the total number of re-established businesses. The investments in fixed assets in this area increased by 9.5%, 37.50 trillion yuan (Table 1).

Table 1
Services sector in China's GDP* in 2017

Types of services	The value of the indicator, billion yuan	Growth by 2016 in %
Financial	6.5	4.5
Building	5.5	4.3
Real estate industry	5.3	5.6
Transport	3.6	9.0
Information	2.7	26.0
Commercial	2.2	10.9
Hotel and catering services	1.4	7.1
Other	12.5	7.1

Note: *GDP – gross domestic product

As for tourism, its direct contribution to China's GDP in 2017 reached more than 2.7 billion dollars (3.3% of total GDP), which is much higher than the funds allocated to engineering or industry. According to statistics, the revenue of the tourism industry increased by 13% and amounted to more than 3.9 billion dollars. The tourism sector employs 28.25 million people, 3.6% of the total employment of the population. In addition, the World Tourism and Tourism Council foresees that these figures will increase from 1.5 to 6.9% in 2018-2020. Today, China is a member of 16 free trade agreements, which means with 19 trading partners, including the Special administrative regions of China – Hong Kong and Macau. As part of the China-ASEAN (Association of South-East Asian Nations) cooperation, the Service Agreement Forum was held in 2007, and investment activities have been subject to deregulation since 2009. This Agreement provides a regulatory framework for the liberalisation of trade relations between China and the ASEAN member states in the service sector, with a particular focus on facilitating business visits, i.e. the delivery of services by physical presence. China's responsibilities for trade in services and investment

activities are also included in the framework of free trade agreements with the Republic of Korea, New Zealand, Pakistan, Chile, Peru, Costa Rica, Iceland, and Switzerland.

Despite the fact that in recent years, in the context of the rapid growth of Japan's economic forces and other events, the role of the world economy has slightly weakened, the country remains one of the main economic forces in the world after the United States and China, with about 7.8% of global GDP. According to the Ministry of Economy, Trade, and Industry of Japan, the share of non-material production is about 70% of the country's GDP, which exceeds the average cost of about 10%. A survey of Japan's economy and foreign economic activity for 2019, in terms of the volume of services produced, leads to the conclusion that Japan is the third in the world after the United States of America. According to the World Trade Organisation (2021), in the world trade in services in 2019, the share of Japanese exports is 3.4%, which is the sixth in the world after the United States, Great Britain, China, Germany, and France. Japan's share of import services is 3.8% – also sixth after the United States, China, Germany, France, and the United Kingdom.

The services sector occupies a central place in the abenomics, which seeks to overcome Japan's economic stagnation and includes three aspects: overcoming deflation in fiscal policy, developing the budget programme, infrastructure, and public sector reform. Although special attention is paid to improving productivity in the industry (Imamov & Semenikhina, 2021). For this reason, the volume of Japanese services has continued to grow since 2012. At the same time, logistics, engineering sciences, and educational services remain the main areas. More than 75% of the total population of the occupied country works in the service sector. The greatest growth was observed in the field of information and research services. According to the Japan External Trade Organisation, the priority sector of Japanese capital investment in unproductive sectors was the one that reached 35 billion US dollars (33.9%). At the same time, public investment in transport has been significantly reduced (1.8 billion US dollars, USD – 72.1% compared to the previous period), which indicates an increase in the flow of FDI to the Japanese service sector (4.3 billion dollars). The largest investor countries in the Japanese economy in 2019 were China (Hong Kong), Thailand, and South Korea (Table 2).

Table 2
Volume and structure of Japan's foreign trade in services (export)

Types of services	Cost, billion dollars	Change to 2015, %
Commercial	38.1	12.5
Transport	31.6	-11
Tourism	31.1	24.9
Financial	11.6	12.9
Building	9.4	-10.7
State	5	17.7
Information	3.7	15.8
Insurance	1.7	7.8
Repairing	0.96	42.5
Other (entertainment, culture, etc.)	1.1	32.5

The Republic of Korea has one of the strongest economies in the world (11th place). The reason for this is exports, which promote industrialisation and allow the country to create a very competitive production of cars, electronics, steel, etc. At the same time, there is an opinion that the volume of services in South Korea lags far behind the dynamic manufacturing sector. Despite this fact, the service sector represents the majority of the country's labour – 72.9%, while the industrial sector – only 16.9%. In addition, since 2010, the share of GDP in South Korea has been about 60%, and in 2016, for example, the growth of this indicator reached the level of 2.5%. According to the calculations of the World Tourism and Tourism Council, in 2019, the contribution of tourism services to the GDP of South Korea is 72 billion dollars, which exceeds the value of the agricultural sector of the economy. The tourism sector is expected to have the fastest growth over the next 10 years – an average of 3.2% per annum (Zhao & Li, 2018).

One of the main objectives of this study is to compare the important features of the tourism industry development in China, Japan, and South Korea. The tables below demonstrate the main strengths and weaknesses of these countries in the area of tourism services, which in one way or another affect their well-being (opportunities) and, conversely, underrun it (threats). The material is based on the indicators used to calculate the travel and tourism competitiveness index (Tables 3-5).

Table 3
SWOT Analysis* of China's tourism services sector

China	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Human resources • Priority of tourism in the country • Road and sea communications • Cultural and natural resources • Geographical location and climatic conditions • Price competitiveness 	<ul style="list-style-type: none"> • Business environment • International openness • Tourist infrastructure • Environmental protection and ecology • Limited tourist offers
Opportunities	Threats
<ul style="list-style-type: none"> • International openness • Air communications • Road and sea communications • Readiness to develop international tourism in the country 	<ul style="list-style-type: none"> • Environmental protection and ecology • Human resources • Safety • – Regional competition

*Note: * SWOT Analysis* – Analysis of Strengths, Weaknesses, Opportunities, and Threats.*

The strongest tourism sectors of the PRC can provide working resources – more than 28 million people are employed in the tourism sector; to support tourism as a national priority strategic direction (National Tourism and Recreation Development Programme 2013-2020, development of economic and social plans); to contribute to the development of a railway transport network for passengers

and maritime transport; to preserve and promote various cultural and historical resources; to preserve natural sites, 17 of which are included in the Natural Heritage List of the United Nations Educational, Scientific and Cultural Organisation (UNESCO); to benefit from geographical location, area size (third world), and favourable climate conditions that ensure the absence of seasonality; to lower prices for hotel services (currently ranked 12th in the world).

The main disadvantages: a weak business sector and subsequently a lack of alternatives in the choice of travel companies; China's strict visa policy (129th place out of 136); a small number of rooms outside of major cities and almost no auto rental for foreigners. Nowadays, Chinese tourism aims at eliminating the above-mentioned problems: new international agreements on free trade in services; expansion of air routes, including the "low-cost" segment; development of regions, for example, the triangle "Guangdong-Hong Kong-Macau" as one of the largest passenger transport hubs in the Asian-Pacific region; awareness of the importance of prioritising inbound tourism in the country. When choosing China as a travel destination (Srivastava & Dhar, 2016), tourists are stopped by the level of environmental pollution (132nd place) and terrorist security threats (in terms of incidents of the index, China's rating is 118 and 136th place). In the future, the Chinese tourism sector may face such a threat as the lack of highly qualified experts in the field of tourism among the rapidly growing population.

Table 4
SWOT analysis of Japan's tourism services sector

Japan	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Safety • Priority of tourism in the country • International openness • Air, land, and sea transport • Tourist infrastructure • Cultural and natural resources 	<ul style="list-style-type: none"> • Price competitiveness • Environmental protection and ecology • Visa policy • Geographical location
Opportunities	Threats
<ul style="list-style-type: none"> • Business environment • Tourist infrastructure • Readiness to develop international tourism in the country 	<ul style="list-style-type: none"> • Safety • Regional competition • Human resources

Criteria that allow Japan to remain one of the world's leading tourist destinations: high security; various state-sponsored marketing strategies aimed at attracting tourists from different regions (Cool Japan); flow of public government to promote and serve the tourism industry; developed airports, rail and sea traffic (Japanese railways are considered the highest quality in the world); affordable and modern tourist infrastructure (hotels, restaurants, parks, airports, railway stations, etc.); rich cultural and natural heritage (18 historical and 4 natural subjects of Japan are included in the UNESCO World Heritage List). Weaknesses in Japan as a tourist destination are the geographical distance from Europe, Africa, and the

American continents; relatively high prices for accommodation services (72 place); strict visa requirements (112th place), and a weak ecosystem (45th place) caused by industry and pollution in neighbouring countries (Park & Shin, 2012).

The Japanese tourism industry has high prospects for development, as its private companies operate in a favourable business environment (Japan ranks 35th in signed free trade agreements). Japan's population, 6.9% of which is involved in the tourism industry, is becoming increasingly open to international tourists in their country. The main reasons for the slowdown in the development of Japan's tourism sector are regional competitors, especially China and Korea, the lack of Western-trained specialists in the field of tourism, and the threat to security caused by natural disasters.

Table 5
SWOT analysis of the tourism services sector of the Republic of Korea

Republic of Korea	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Safety • Human resources • International openness • Air, land, and sea transport • Entertainment and medical tourism • Visa policy 	<ul style="list-style-type: none"> • Price competitiveness • Environmental protection and ecology • Natural resources • Limited tourist offers
Opportunities	Threats
<ul style="list-style-type: none"> • Tourist infrastructure • Readiness to develop international tourism in the country • Price competitiveness 	<ul style="list-style-type: none"> • Safety • Regional competition • Human resources

The tourism industry in Korea has the following advantages: high level of security in the country as a whole, and in the capital, which is considered the safest city after Abu Dhabi and Singapore; the addition to the working resources, since 5.8% of the population is engaged in the tourism service sector; government policies aimed at opening foreign trade in the service sector; the development of air passenger, rail, and sea passenger networks; unique offers in the field of entertainment and medical tourism; simplified visa requirements for other sectors (76th place). Weaknesses of the Korean tourism sector: prices for tourist products (88th place); environmental conditions; limited natural tourist facilities; restrictions on offer, mainly intended for the Asian market. On the other hand, there are a number of opportunities for the development of the country's tourism industry: a new tourism entertainment infrastructure, which will contribute to marketing programmes aimed at attracting foreign tourists to Korean modern culture and reducing tourism costs, for example, a refund of the amount of value-added tax for hotel accommodation. The most important factors that threaten the development of tourism in Korea include: the proximity of borders, which repels foreign tourists; competition from China and Japan, and the lack of specialists.

Further, from the three tables presented above, the general provisions are highlighted (Table 6):

Table 6
Consolidated SWOT analysis of the tourism services sector of the NEA countries

NEA (China, Japan, Korea)	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Availability of human resources • Priority of tourism in the country • Road and sea communications • – Rich cultural resources 	<ul style="list-style-type: none"> • Environmental protection and ecology • Limited tourist offers
Opportunities	Threats
<ul style="list-style-type: none"> • Readiness to develop international tourism in the country • International openness • Tourist infrastructure 	<ul style="list-style-type: none"> • Safety • Regional competition • Unqualified labour resources

In general, the situation in the Chinese, Japanese, and Korean tourism sectors is similar. This is explained by the fact that the countries are in close proximity to each other. They have similar geographical position, climatic conditions, cultural and historical context, and they are also the largest foreign business partners. These countries have rich historical and cultural resources to develop tourism, transport infrastructure and distribute labour resources. In the early 21st century, their national policies also prioritised tourism as a line of work for increasing public prosperity (Munuera & Ruiz, 1999; Breinlich & Criscuolo, 2011). Asian countries are the main providers of tourism services in the NEA. In addition, the data from Table 6 suggests that the promotion of the tourism sector is considered promising after the following development methods are implemented:

- Creation and promotion of new tourism products focused on tourists from other regions: Europe, Africa, America, Australia, and Oceania;
- Inclusion of international agreements on open trade services that affect the participation of foreign direct investment (FDI) in the tourism sector;
- Participation in various regional and global tourism forums, concluding interregional cooperation;
- Determination of the quality of the tourist region based on the competitiveness of the country's prices;
- Reduction in the requirements for short-term tourist visas;
- Special attention to the development of unique tourist offers and regions;
- Teaching employees working in the tourism industry Western standards of service.

Thus, the tourism sectors of China, Japan, and the Republic of Korea have a number of strengths and weaknesses, have enough opportunities, and face some threats to prosperity. This analysis shows the prospects for the development of the tourism industry both in the region in general and in a particular country,

but under certain conditions. This is confirmed by international tourism organisations. According to the forecasts of the government sector, the fastest growth will occur over the next 10 years and the region's entry into the 2nd place in the ranking of the most visited tourist destinations is not far off.

Conclusions

As a result of the study, the following conclusions were made:

- The main role in modern international economic relations belongs to the global services market. The global services market is a system with a fixed structural organisation, the specialisation of goods of individual countries, global trade centres, trade routes, and the principles of international trade, in which services serve as goods.
- Different types of services participate unequally in global exchange. Transport services account for about 1/4 of the world's trade services, tourism – about 1/3.
- Despite the fact that Europe remains the largest exporter and importer of services, the developing countries of the Asian region over the past 20 years have been able to demonstrate high growth rates in international trade in services and take leading positions in the global market. China and South Korea are the main exporters of building and transport services in the world.
- Financial, information, and tourism services dominate in China; in Japan – business, tourism, and financial services; in Korea – financial, business, administrative, educational, and recreational services. Tourism services are included in the five most important types of services for these countries.
- Since 2010, the governments of China, Japan, and South Korea pay special attention to the development of the national tourism sector, as this is one of the ways to promote the country in the international arena, improve socio-economic development and public welfare. China has adopted a programme for the development of national tourism and free industry for 2013-2020. In Japan, the marketing strategy for the development of incoming tourism is Cool Japan, in Korea – the state programme for the development of regions as tourist destinations.
- In 2019, 60.7 million and 28.6 million foreigners visited China and Japan, respectively. (4th and 12th place in the world). In South Korea, the tourist flow was increased by 30.9%. This was due to successful government policies aimed at developing the region and liberalising trade in the service sector, as well as attracting FDI and international tourists through marketing campaigns.
- The tourism sectors of the People's Republic of China, Japan, and the Republic of Korea have their own strengths, weaknesses, opportunities, and threats, as well as common ones. The presence of countries in the same region of North-East Asia in close proximity to each other causes, on the one hand, an increase in competition in attracting international tourists, and on the other – the fact that there are much more similar development positions than special ones.
- In China, Japan and Korea, it is possible to develop and promote most types of tourism, because they have rich cultural, historical, and natural

resources, favourable natural and climatic conditions: there is no seasonality of offers, a high level of security, developed passenger and entertainment infrastructure.

- The development of tourism in the North-East Asia region and in each country as a whole is possible due to increased international openness in the search for new marketing strategies, attracting a larger flow of FDI to various types of tourism services.

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