CONTEMPORARY ISSUES OF THE WORLD TOURIST DEMAND

SUMMARY

Processes of tourist services market internationalization began after the Second World War, together with a dynamic increase of tourist demand. Tendencies that occurred in the 50's of twentieth century, shaped modern, globalizing tourist market. Political issues as well as social and economic were decisive for the increasing number of tourists leasing abroad. Tourism became a steady element of households outcomes and tourist leavings abroad became a significant factor of regions' and countries' incomes creation.

Issues of world tourist market operation are related to the international tourism, which is a part of word trade exchange. The aim of the paper is presentation of theoretical bases related to the tourist demand and presentation of tendencies occurring on the world tourist market. There was made an analysis of the world's tourist movement and incomes from the outgoing tourism (tourism with the destination abroad) and there were pointed out forecasts till the year 2010.

Moreover, there were presented qualitative tendencies in the changes of tourist demand in the conditions of economic crisis.

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