

Special features of integration of European economy and tourism.

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The economy of the European Union, according to the International Monetary Fund, produces a gross domestic product, in terms of purchasing power parity, in excess of € 12,256 billion (\$ 16,523 billion in 2017). The European Union, which is an economically common market, independently participates in the World Trade Organization under the name "European Communities" along with its own member states (that is, both the EU and Germany, France, Luxembourg) are participating in the WTO. The official currency of the European Union is the euro, used in all documents and acts. The Covenant on Stability and Growth sets out tax criteria for maintaining stability and economic rapprochement. The euro is also the most common currency in the EU countries, which is already used in 19 member states, known as the Eurozone. All other member states, with the exception of Denmark and the United Kingdom, which have special refusals, have committed to moving to the euro after they meet the requirements necessary for the transition. Sweden, although it refused, but announced the possible accession to the European Exchange Rate Mechanism, which is a preliminary step to accession. The remaining states intend to join the euro through their accession agreements.

Below is a table showing, respectively, GDP (PPP) and GDP (PPP) per capita in the European Union, and for each of the 28 Member States individually, sorted by GDP (PPP) per capita. This can be used to approximate the standard of living between member states, Luxembourg has the highest and lowest rate in Bulgaria. Eurostat, based in Luxembourg, is the official statistical office of the European Communities issuing annual data on GDP in the member states, as well as the EU as a whole, which are regularly updated, in order to maintain the foundations of European budgetary and economic policies. The figures are quoted in euros for 2017.

Countries	GDP 2017 million euro	GDP (PPP) per capita 2017 Euro	Percentage from Central European GDP (PPP) per capita 2017
 Europe Union	13 958 351,8	27,400	100
 Germany	2 795 713,9	34,500	126
 France	1 937 814,9	29,300	107
 Great Britain	1 933 622,6	29,900	109
 Italy	1 604 122,1	26,400	96
 Spain	1 163 005,8	25,000	91
 Poland	714 524,9	18,600	68
 Netherlands	605 557,0	35,900	131
 Belgium	362 996,6	32,500	123
 Sweden	326 824,3	33,700	123
 Australia	303 218,8	35,500	129
 ROMANIA	301 802,2	15,200	55
 Czech Republic	244 249,6	23,200	85
 Portugal	222 590,1	21,400	78
 Greece	217 176,8	19,900	73
 Dania	193 153,6	34,200	125
 Hungary	183 988,9	18,600	68

 Ireland	169 646,8	36,800	134
 Finland	165 378,7	30,300	111
 Slovakia	114 215,1	21,100	77
 Croatia	92 498,2	12,800	47
 Lithuania	68 233,7	16,100	59
 Slovenia	60 411,2	20,600	75
 Luxemburg	46 648,3	22,600	82
 Latvia	40 758,8	73,000	266
 Estonia	34 935,8	17,500	64
 Cyprus	27 525,7	20,900	76
 Malta	19 094,5	22,400	82

Table 1. These official Eurostat data, as of September 28, 2017

The countries of the European Union are home to many of the world's largest multinational companies, as well as the home of their headquarters. Among them there are also companies that occupy the first place in the world in their industry, for example Allianz, which is the world's largest provider of financial services; Airbus, which produces about half of the world's jetliners; Air France-KLM, which is the world's largest airline in terms of total operating income; Amorism, the leader in handling slugs; Arcelor Mittal, the world's largest steel company, Danone Group, which holds the first place in the dairy market; Anheuser-Busch Inbred, the largest beer producer; L'Oréal Group, a leading manufacturer of cosmetics; LVMH, the largest conglomerate of luxury goods; Nokia Corporation, which is the world's largest manufacturer of mobile phones; Royal Dutch Shell, one of the world's largest energy corporations, and Store Enso, which is the world's largest pulp and paper

manufacturing plant in terms of production capacity. The EU also operates a number of major financial sector companies, in particular HSBC - and Grupo Santander the largest companies in terms of market capitalization.

The European Union is a major tourist center, attracting visitors from outside the EU, as well as citizens traveling within it. Domestic tourism is more convenient for citizens of some EU member states that are members of the Schengen agreement and the euro area. All citizens of the European Union have the right to travel to any member state, without the need to obtain a visa. If we consider individual countries, then France is the world leader in attracting foreign tourists, followed by Spain, Italy and the United Kingdom, occupying the 2nd, 5th and 6th places respectively. If we consider the EU as a whole, then the number of foreign tourists is less, since most travelers are domestic tourists from other member countries.

European macro region - countries of Western, Northern, Southern and Eastern Europe, including all the republics of the former USSR, as well as the countries of the Eastern Mediterranean - Israel, Cyprus, Turkey. In this macro region are sent about 60% of the world's travelers, who bring about 50% of all income from tourism. The main factors of leadership of this macro region in international tourism are:

- presence here of various recreational resources - natural and cultural-historical;
- the effect of such socio-economic and infrastructural factors as a high average standard of living, urbanization, transport mobility;
- preference of the people to rest outside the borders of their country, but within their SCS;

For the countries of the European macro region, a diversified tourism market is typical, where practically all known types of travel are represented, as well as the high intensity of tourist exchange. These countries generate innovations in tourism, which are then spread around the world.

Western Europe ranks first in terms of the number of tourist arrivals, and in money receipts from tourism. Southern, Mediterranean Europe is only slightly behind the West. The two sub regions together account for about 2/3 of all arrivals of tourists to Europe. Eastern Europe takes the third place: its share in the arrivals exceeds 1/5, but in the revenues from tourism it is 2 times lower due to lower prices and worse quality of tourist services. Northern Europe attracts even fewer tourists, but in spite of this, it is ahead of Eastern Europe by income from tourism. This list of countries of the Eastern Mediterranean is closing down, where Israel specializes in pilgr

In 2018, the largest increase in the number of international tourist arrivals occurred in the Asia-Pacific region (+ 8%). In Africa, there was a serious leap (+ 8%) after two years of weakening. In the American region, positive dynamics remained (+ 4%). In Europe (+ 2%), mixed results were recorded: in some areas there was a double-digit growth, while in others there was a decline. In the Middle East (-4%), demand was also unevenly distributed.

"Tourism has shown extraordinary viability in recent years, despite many difficulties, especially those related to security issues." International tourism continues to grow steadily and contribute to creating jobs and the well-being of communities around the world, "said UNWTO Secretary-General Taleb Rifai.

According to the organization, experts give optimistic forecasts for 2019, expecting better results than last year. UNWTO believes that in 2019 the number of international tourist arrivals around the world will again grow by 3-4%.