

Pohuda N., Stryzhak O. (2025). The Feasibility of Assessing The Country's Tourism Development Based on the Use of International Indices
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Assessing tourism development using international indices can provide governments and industry experts with information to develop strategies and policies aimed at improving tourism and attracting more tourists. The purpose of the study is to identify the peculiarities of the assessment of tourism development based on international ratings and to identify the correlation between the indicators of world tourist flows and the ranks of the indices on the example of 59 countries. The grouping of a sample of 59 countries of the world was carried out based on information according to the selected international ratings of WDCR, NRI, TTDI, GII during 2008-2019, the level of tourism's contribution to GDP was estimated with the appropriate grouping of the sample, and the level of dependence between tourist flows and ranks was determined using correlation analysis in international rankings, where the highest level is characteristic of the "tourist flows-TTDI" pair. Based on the comparison of the results of TTCI and TTDI in 2019, the statistical relationship of indicators of world inbound tourist flows with index ratings was modelled. It has been established that bringing tourism data of 2019 in international ratings from TTCI to TTDI demonstrates that when the approaches to evaluation are changed, almost the same results are obtained. It was determined that 13 of the 59 countries of the sample have the highest positions in all the considered international ratings.

Keywords: Tourism, Development of Tourism, Global Index, Competitiveness, Economic Growth, Digitalization