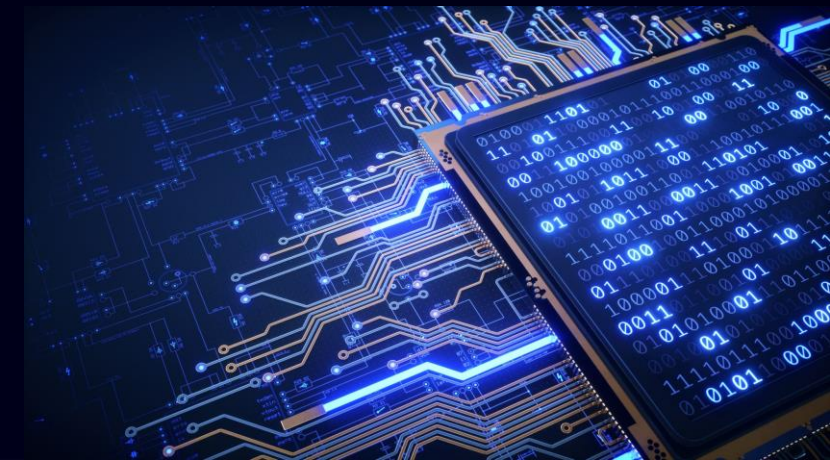




Regression Models: Analyzing Inbound Tourism Trends

Ihor Svoievolin, Simon Kuznets Kharkiv National University of Economics



Why Regression Models for Tourism?



Identify Market Dynamics

Pinpoint leading/lagging countries in inbound tourism.



Forecast Trends

Build forecasts considering historical data and global instability.



Guide Marketing

Determine priority directions for marketing activities.



Typology of Tourism Markets

1

Category A: Accelerated Growth

Steady, positive regression slope. Increase investment, expand products, intensify marketing.

2

Category B: Moderate Growth

Stable but moderate growth. Focus on sustaining demand, specialized products, competitive advantages.

3

Category C: Fluctuations

Positive but small or oscillating coefficients. Flexible marketing, seasonal adjustments, diversification.

4

Category D: Decline

Negative slope, decreasing arrivals. Adaptive strategies: domestic tourism, niche products, safety image.



Methodological Value & Practical Implications

Methodological Value

- Include multiple explanatory variables (GDP, prices, exchange rates).
- Panel data analysis for robustness across countries and time.
- Hybrid models with machine learning for improved accuracy.



Practical Implications

- Governments: Justify international routes, support airlines, improve infrastructure.
- Businesses: Prioritize markets with high growth potential, diversify risks.



Visualizing Tourism Dynamics with R

R code classifies countries by inbound tourism dynamics and visualizes results as a heatmap.

This approach provides intuitive, practical results for further analysis.

