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**TOURIST ACTIVITY.
THE PLACE OF TOURISM IN THE COUNTRY'S ECONOMY**

Бержатна Г. - здобувач вищої освіти групи ГРС 1/1

Науковий керівник: Глумакова О.І., викладач кафедри іноземних мов МНАУ.

У статті розкривається поняття туристичної діяльності, туризму в Україні, економічні зміни з появою туризму на ринку.

Ключові слова: *туристична діяльність, туроператор, турагент, тур.*

The article reveals the concept of tourism, tourism in Ukraine, economic changes with the advent of tourism on the market.

Keywords: *tourist activity, tour operator, travel agent, tour.*

Tourism activity is understood as tour operator and travel agent activity, as well as other travel organization activities. Organizations involved in the compilation and sale of tours, as well as the preparation and conduct of excursions, are called tourist-excursion organizations.

Currently, there are two types of travel companies in the tourism market: tour operators and travel agents.

Tour operator - a tourist enterprise (organization) that develops tourist routes and sets up tours; ensures their functioning, organizes advertising; calculates in accordance with applicable standards and approves in the prescribed manner the prices of tours on these routes; sells tours to travel agents for the issuance and implementation of trips under their licenses [1].

Tour operators play a leading role in tourism, since it is they who package various services (transport, accommodation, food, transfer, entertainment, etc.) into a single tourist product, which they sell to consumers through an agent network. The tour operator can also sell tourism services separately. This is done either for profit reasons, or for other reasons.

A travel agent is an intermediary organization that implements a travel product of a tour operator working directly in the tourism market. The travel agent receives a commission for its activities (7-15 % of the cost of the tour). Unlike the tour operator, the travel agent is not responsible for the quality of the tour [1].

Travel agents operate, as a rule, on a certain segment of the tourist market, where they sell the tourist product.

In theory, agencies differ from tour operators in that they offer intermediary services for the retail sale of both software packages for tour operators and the services of individual travel industry enterprises (hotels, airlines, etc.).

Modern tourism is a phenomenon, on the one hand, since it became widespread only after the Second World War; on the other hand, tourism has deep historical roots, for travel has been known to mankind since ancient times. In ancient times, the main motives for traveling were trade, educational goals, pilgrimage, and treatment.

Types of tourism are characterized by significant diversity. At least 12 types of tourism can be distinguished, however, their number can be much larger:

- recreational;
- consumer;
- cultural and educational;
- reuniting and nostalgic;
- business and professional;
- medical and health-improving;
- sports;
- adventure;
- environmental;
- religious (pilgrimage) tourism;
- combined tours;
- other types of tourism.

Ukraine is a country with developed tourism, which, according to the State Statistics Service , in 2017 was visited by 14.2 million foreigners, primarily from Russia, Moldova, Belarus, neighboring countries of Eastern Europe, as well as the USA , Uzbekistan and Israel, but 90 % only 6 % of them enter tourism, mainly from Russia (40 % of all tourists), Poland (11 %), Belarus (9 %), Germany (6 %), and the United States (4 %) and other developed countries [2].

The sphere of tourist interests in Ukraine includes both active leisure and sports tourism, such as climbing and skiing, and travel for educational purposes, where the object of knowledge is the rich archaeological and religious history of the country, its culture and nature. In particular, here are such UNESCO World Heritage Sites as the Kiev Pechersk Lavra and St. Sophia Cathedral , as well as the medieval center of Lviv [2].

Today, tourism has become a phenomenon that has entered the daily life of almost a third of the world's population. Moreover, at the beginning of the XXI century. tourism in terms of income justly took third place among the leading sectors of the global economy. Following the results of 2005, the tourism industry

formed 12% of the global domestic product and absorbed more than 14% of consumer spending. In many countries and regions, tourism is the main source of profit. Revenues from tourist travel globally amount to over \$ 500 billion. USA annually. The greatest profits are received by the countries of Western Europe and the USA [1]. The economic functions of tourism primarily include the economic benefits that it provides. Yes, tourism stimulates the development of infrastructure elements - hotels, restaurants, trade enterprises and the like. It predetermines an increase in the revenue side of the budget due to taxes, which can be direct (visa fees, customs duties) or indirect (an increase in workers' wages causes an increase in the amount of income tax that they pay to the budget). In addition, as noted above, tourism has wide opportunities for attracting foreign currency and various kinds of investments. An equally important economic function of tourism is the diversification of the economy, forming the industries that serve the tourism industry, and ensure the growth of incomes and the welfare of the nation. Also, the impact of tourism on economic development is in increasing business activity and expanding the production of goods and services as a result of increased effective demand at the expense of foreign and local tourists. From an economic point of view, the attractiveness of tourism as an industry that provides services consists in a faster return on investment and income in freely convertible currency [4].

In many countries, tourism is one of the top three leading sectors of the state, is developing rapidly and plays an important social and economic importance, because it: increases local incomes, creates new jobs, develops all sectors related to the production of tourism services, develops social and industrial infrastructure in tourist centers, activates the activities of folk crafts and cultural development and promotes them, ensures an increase in the standard of living of the local population, increases foreign exchange receipts.

But the positive impact of tourism on the economy of the state occurs only if it develops on all sides, that is, does not turn the country's economy into a service economy. In other words, the economic efficiency of tourism provides that it

should develop in the state in parallel and in conjunction with other sectors of the socio-economic complex.

In tourism activities, the main thing is the tourists themselves, how to do so to attract their attention even more, so that their number will increase at times? Having previously studied the desires and requests of Ukrainians and foreigners on the Internet, you can make a list of business ideas to attract the attention of tourists.

It can be concluded that Ukraine has many opportunities and resources for tourism activities, therefore, in a short time, it is possible to increase the level of tourists and foreigners if we treat this with wisdom and creativity.

Література:

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