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Supervisor: Zhulkivska Alla Mykolaivna, Assistant Professor of the foreign languages department of the faculty of marketing, PHEE (Public Higher Education Establishment) «Vadym Hetman Kyiv National Economic University»

Gromozdova Larisa,

Candidate of Economic Sciences, PhD,
PHEE «Kyiv National Economic University
named after Vadym Heman», Ukraine

Derbenova Yana,

Taras Shevchenko National University of Kyiv, *Ukraine*

Tsiupa Anna,

Wyższa Szkoła Biznesu National Louis University, *Poland*

INTERNATIONAL TOURISM IMPACT ON ECONOMIC DEVELOPMENT OF COUNTRIES

Over the past few years, significant changes have taken place both in economic terms, such as the debt crisis of individual countries, the devaluation of national currencies, and the noneconomic changes in political systems, the intensification of conflicts of national interests of the leading countries of the world, the intensification of international terrorism. In such difficult economic conditions, the development of international tourism should become a priority of the state economic policy of countries that have appropriate resources for this, and a factor in the gradual activation of the world economy.

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The last decades are marked by an increase in the role of services in the global economy. Today, the service sector in the national economies of developed countries is a leading position among other sectors of the national economy. According to the World Bank, the service sector is about 70 % of world GDP.

The United States has about 80 % of jobs in the service sector (including more than 85 % of all skilled people employed in this area) and 40 % of core production assets are concentrated. In the EU, the share of services accounts for about 63 % of GDP and 62 % of employed; in Japan — 60 % and 56 % respectively. The service sector has 40 % of foreign direct investment in the world [1].

International tourism shows an increase in the number of trips. So, in 2016 tourists made 1 billion 235 million international trips, compared to last year, the number of tourists increased by 46 million. In 2016 more than half of all tourist trips were carried by air transport (55 %), land (45 %), of which by motor transport — 39 %, by rail — by 2 %, by water — 4 % [2].

Such dynamics of the world market development of the tourist sector demonstrates its weight in international economic relations, as the main tendency of the present is the rapid development of the service sector. Among the trends relevant to the tourism business trends can be identified expansion of service activities by industrial enterprises, the orientation of organizations to improve the quality of services, focusing attention on consumer requests, strengthening requirements for hiring staff. The determinants of the active development of the service sector are also the scientific and technological revolution and the structural and technological reorganization of material production. The development of services is facilitated by the privatization and deregulation of many industries in a number of countries, as well as the liberalization of foreign economic relations. The Table 1 demonstrates directions of tourism industry impacts on different aspects of the socio-economic environment of country.

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Table 1

Examples of tourism industry impact on the socio-economic environment of country

Type of Impact	Direction of impact	
	Positive	Negative
Economic	Increased expenditures Creation of employment	Price increases during special events Real estate speculation
Physical	Construction of new facilities Improvement of local infrastructure	Environmental damage Overcrowding
Social	Strengthening of community fabric via volunteerism Increased local interest and participation in regional events	Development of the «greed factor» Acceleration of undesirable social trends such as excessive urbanization
Psychological	Increased local pride and community spirit Increased awareness of nonlocal perceptions	Tendency toward defensive attitudes concerning host regions High possibility of misunderstandings leading to varying degrees of host/visitor hostility
Cultural	New ideas from exposure to other cultures and their way of life Strengthening of regional traditions and values	Commercialization of activities that may be of a personal or private nature Modifications of nature of event/activity to accommodate tourism
Political	Enhanced international recognition of a region and its values Propagation of political values held by government and/or population	Economic exploitation of local population to satisfy ambitions of political elite Distortion of true nature of events to reflect values of political system of the day

Source: constructed on the base of [3]

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Tourism creates jobs through direct work in the tourism industry, and indirectly in sectors such as retail and transport [4]. When workers in these industries spend their profits on goods and services, this leads to job creation and a phenomenon called «multiplier effect». The tourism industry also provides opportunities for small businesses, which is particularly important in rural areas, and creates additional tax revenues, such as taxes on airports and hotels that can be used to finance schools, residential buildings and hospitals.

The profitable tourism industry, through the payment of taxes to the budget, affects the creation of basic infrastructure such as roads, tourist centers and hotels. Jobs created by the tourism business are often seasonal, but tourism can contribute to raising the price of local values and the cost of goods and services. However, tourist routes and destinations depend heavily on phenomena such as terrorism, natural disasters and the economic downturn.

Conclusion. After analyzing the tendencies of the tourist market at the world and European level, we draw a conclusion about its attractiveness for Ukrainian manufacturers, given the existing potential for growth of the Ukrainian industry and the need to find promising and profitable sources of economic development of the state. Further research should be aimed at identifying and analyzing the main factors determining the future of the tourism sector in Ukraine, namely: competition, information technologies, services of tour operators, as well as general political, economic and social conditions for the development of the tourist services market.

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