

**СЕКЦІЯ 1**  
**СВІТОВА ЕКОНОМІКА В ХХІ СТОЛІТТІ: ТРАНСФОРМАЦІЯ**  
**ГЕОПОЛІТИЧНИХ ІНТЕРЕСІВ, ГЕОЕКОНОМІЧНІ**  
**СТРАТЕГІЇ ТА ПРОБЛЕМИ НАДНАЦІОНАЛЬНОГО**  
**РЕГУЛЮВАННЯ**

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**MOTIVATION ASPECTS OF TOURISM PRODUCT SELECTION**

Tourism became the indivisible and essential part of people's everyday life. Sooner or later, appears wish to everyone spending vacation by resting and traveling. At the same time the tourism product should be the most optimal and one of the key moment of this process is Traveling and Tourism Product Selection Motivation.

Tourism Motivation is defined as the process, directed to satisfy recreation demands of human, according his individual, physiological, psychological characteristics, values, views and education.

Generally, we can create the conditional classification of tourism motivation at the time of traveling selection:

1. Care for health For realization of this motivation Cultural-Sanitation, Medical, Exotic measures might be taking into account;
2. Sport;
3. Education. e.g., tours for foreign languages or professional trainings;
4. Opportunities for self- realization - Extreme Tours
5. Special Tours of peoples with similar hobbies and interests. e.g. «Cheese Tour» in Switzerland and «Beer Tour» in Czech Republic
6. Business Tours

Pursuant to the specific interests of various tourist groups, Tourism Motivation might be divided into 4 category:

1. Nature and Climate Conditions;
2. Cultural Motives
3. Economical Motives
4. Psychological Motives

Multiple studies of customers on revealing frequency and selected place, main motivations of traveling showed, that the common aspects are: Professional and social position, amount of revenues, living conditions and age. The financial and family conditions, image and safety of tourism object play key role in selection process of vacation place. In spite of general motivations, they might receive specific

regional and national character. e.g. motivations of German people are: relaxation without stress, out of everyday life's problems, refilling with energy, etc.

The influence of tourism on local population might be either positive or negative.

Positive aspects:

• Adding work places, increasing revenues and subsequently, elevation of life level, enhancing cash flow in regions and attracting investments, urbanization process activation, development of civil services, infrastructure, cultural organizations;

- Activation of Social-Cultural Processes;
- Development of folk art, traditions, hardworking;
- Increasing demand of local agricultural product;
- Reconstruction and protection of national cultural monuments.

All above mentioned factors makes region more attractive.

Negative aspects are the following:

• Polarization and Commercializing of separate groups of population's interests.;

• Increasing regional prices, export of money flow to abroad and social and ecological problems;

• Deviation from the social behavior standards (alcoholism, prostitution, family «erosion»)

- Confrontation between population and tourists

The positive and negative influence of tourism on local population is revealed differently – on national, local and individual level). the large number of negative aspects might be avoided by complex planning and modern management of these processes, especially by determining of effective directions criteria.

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### ECOLOGICAL BARRIERS OF DEVELOPING COUNTRIES' GROWTH

Over 6 billion people are alive today, but the wealthy parts of the world contain no more than 20 percent of the world's population. Many of the rest struggle for subsistence. Many exist on a level at or below that endured by peasants in ancient