

upon solving all economic and political problems of the country and its association with the European Union, which will help it to improve all sectors of the economy and develop other economic activities, promoting Ukraine to higher positions in the tourism rankings.

Today, the strategy of tourism development in Ukraine should become a priority, in view of the country's reorientation towards the Western European market, in order to attract new investors into the country's tourism business, bring organized groups of Western tourists, develop new state programs aimed at tourism sector development, and to assure the required quality of tourist products in all major tourist cities of Ukraine.

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TOURISM DEVELOPMENT AS A TOOL FOR POVERTY REDUCTION ABSTRACT

The importance of tourism for job creation and poverty reduction cannot be overestimated. Today, tourism is beginning to be recognized as a major source of economic growth and a tool for poverty reduction especially in poor countries.

Tourism in many developing and least developed countries is the most viable and sustainable economic development option, and in some countries, the main source of foreign exchange earnings. Part of this income trickles down to different groups of the society and, if tourism is managed with a strong focus on poverty alleviation, it can directly benefit the poorer groups through employment of local people in tourism enterprises, goods and services provided to tourists, or the running of small and community-based enterprises, etc., having positive impacts on reducing poverty levels.

The aim of the thesis is to evaluate the importance of tourism for reducing poverty in the global economy.

For achievement the aim must put the following *objectives*:

- to consider the concepts of “tourism” and “poverty”;
- to figure out the relationship between tourism and poverty;
- to determine how tourism can be used as a tool for poverty reduction.

In many countries, tourism acts as an engine for development through foreign exchange earnings and the creation of direct and indirect employment. Tourism contributes 5% of the world’s GDP; it accounts for 6% of the world’s exports in services being the fourth largest export sector after fuels, chemicals and automotive products. Tourism is responsible for 235 million jobs, or one in every 12 jobs worldwide [1].

Poverty is pronounced deprivation in well-being, and comprises many dimensions. It includes low incomes and the inability to acquire the basic goods and services necessary for survival with dignity. Poverty also encompasses low levels of health and education, poor access to clean water and sanitation, inadequate physical security, lack of voice, and insufficient capacity and opportunity to better one’s life.

Tourism and poverty are related in the sense that if people in communities are given adequate resources both economic and technological, and if this is created within a legal environmental framework that protects human and natural environments, which is about allowing communities the power to make decisions for themselves about how best they can contribute to their environments sustainably, then tourism has the capacity to alleviate poverty exponentially, as it can create long-term employment in tandem with environmental protection.

Tourism in many developing and least developed countries is the most viable and sustainable economic development option: it can directly benefit the poorer groups through employment of local people in tourism enterprises, goods and services provided to tourists, or the running of small and community-based enterprises etc., having positive impacts on reducing poverty levels.

We may be able to point out some various inter-relationships between poverty and tourism, because since tourism may generate foreign exchange earnings then it can definitely be tool for alleviating poverty. There are many interlinked relationships here [2, p. 123]:

1. First, if tourism is to alleviate poverty it means the tourism sector must be a growth sector, and that leads us to issues relating to competitiveness of tourism destinations.

2. Second, for the poor to benefit from this growth it means they must participate in the tourism economy. On both accounts, the public sector likely have to play an important role in terms of infrastructure, coordination and training/education.

3. Thirdly, tourism creates employment and business opportunity for the stakeholders. It also creates an extended market for their products and services. Due to development of infrastructures and facilities, the living standard of the host community is upgraded (communication, transport, health services, food supply, housing, sanitation etc.). It also favors education, sanitation, environment concerns of the host community. It also affects the local culture as well as increase the cost of living.

There are many characteristics of tourism as an activity which make it particularly relevant to low income countries and to poor communities within them. These include:

- its response to particular assets: tourism places great value on some common features of developing countries, such as warm climate, rich cultural heritage, inspiring landscapes and abundant biodiversity. These strengths can be particularly apparent in rural areas, which may have a comparative advantage for tourism while being at a disadvantage in most other economic sectors;

- its accessibility to the poor: tourism is a relatively labour intensive sector and is traditionally made up of small and micro enterprises. Many activities in tourism are particularly suited to women, young people and disadvantaged groups such as ethnic minority populations. Many tourism jobs are potentially quite accessible to the poor as they require relatively few skills and little investment. Some may also be part time and used to supplement income from other activities;

- its connectivity: as so many different activities and inputs make up the tourism product, which has a large and diversified supply chain, spending by tourists can benefit a wide range of sectors such as agriculture, handicrafts, transport and other services. Additional rounds of spending by those people whose income is supported by tourism spread the economic benefit further (the multiplier effect);

- its linking of consumers to producers: tourism, unusually, is an activity which brings the consumers to the producers. The interaction between tourists and poor communities can provide a number of intangible and practical benefits. These can range from increased awareness of cultural, environmental, and economic issues and values, on both sides, to mutual benefits from improved local investment in infrastructure.

Tourism should not be seen on its own as “the answer” to the elimination of poverty but it can make a powerful contribution. The potential to develop more tourism and to channel a higher percentage of tourism spending towards the poor may be great in some areas and quite small in others. However, given the size of the sector, even small changes in approach when widely applied can make a significant difference [1].

Poverty alleviation through tourism can be pursuing through 10 principles (table 1).

Table 1

10 principles for pursuing poverty alleviation through tourism

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| <ol style="list-style-type: none"> 1. All governments should include poverty alleviation as a key aim of tourism development and consider tourism as a possible tool for reducing poverty. 2. The competitiveness and economic success of tourism businesses and destinations is critical to poverty alleviation – without this the poor cannot benefit. 3. All aspects and types of tourism can and should be concerned about poverty alleviation. 4. All tourism businesses should be concerned about the impact of their activities on local communities and seek to benefit the poor through their actions. 5. A sound understanding of how tourism functions in destinations is required, including how tourism income is distributed and who benefits from this. 6. Tourism destinations should be managed with poverty alleviation as a central aim that is built into strategies and action plans. 7. Planning and development of tourism in destinations should involve a wide range of interests, including participation and representation from poor communities. 8. All potential impacts of tourism on the livelihood of local communities should be considered, including current and future local and global impacts on natural and cultural resources. 9. Impacts of tourism on poverty alleviation should be effectively monitored. 10. Attention must be paid to the viability of all projects involving the poor, ensuring access to markets and maximising opportunities for beneficial links with established enterprises. |
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Source: [3]

In order to make significant contributions to the alleviation of poverty, it is essential to work in the mainstream of tourism, which will require an emphasis on two key challenges:

– engaging private sector businesses, including sizeable operations and investors as well as small and micro businesses. This is where tourism wealth is created and distributed. They should be helped to deliver more benefits to the poor, through employment practices, local linkages and pro-poor tourism activities and products, as well as to be more competitive;

– ensuring that tourism destinations as a whole are both competitive and sustainable, addressing issues of resource management and the relationship between tourism and other economic sectors.

Thus, tourism development can be seen as a tool for poverty reduction. It is an important part of the economy, especially in poor countries. Tourism usually aims to set policy and budget priorities for necessary infrastructure, marketing, investment incentives and other interventions that affect overall growth of the economy.

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ВІТАЛІЙ БАБІЙ

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ПРОБЛЕМИ РОЗВИТКУ ПІДПРИЄМСТВ ТУРИСТИЧНОЇ ІНФРАСТРУКТУРИ В УКРАЇНІ

Розвиток та активізація туристичних послуг у 21 ст. є наслідком процесів глобалізації. Туризм стає сферою, яка однією з перших відреагувала на процеси лібералізації у світовій економіці. Формування глобальної цивілізації створили передумови до розширення пізнавальної функції людства, ознайомлення із культурними надбаннями та історичними спадщинами різних народів. Саме завдяки інтегрованості країн у глобальний простір до 2020 р. очікується туристичний бум, зокрема, кількість міжнародних туристських прибуттів досягне 1,6 млрд. осіб, з них 1,2 млрд. припадуть на внутрішньо-регіональний туризм, а 0,4 млрд. – це поїздки на далекі відстані [1]. За даними ЮНВТО у 2012 р. число міжнародних туристських прибутків зросло більш ніж на 4% і склало 1035 млрд. дол. США [2].

В Україні є усі передумови для розвитку туристичного бізнесу, але він знаходиться на стадії формування і є однією з найбільш швидко прогресуючих