

## TOURISM AS SOCIO-ECONOMIC PHENOMENON

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**Introduction.** Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and the hospitality services provided for individuals or groups traveling away from home.

Tourism has an important role in the international foreign economic relations. It is an important stimulus for the development of world trade, which promotes international trade and enhances exchange. However, tourism should be considered as an independent and international relations. International tourism is an important factor in strengthening peace in the world, improving mutual understanding between peoples, expanding trade, scientific and cultural cooperation, establishing good neighborly relations between states.

Tourism as an important socio-economic phenomenon of our time is subject to objective law of development of human society. It actively affects the livelihoods of society and at the same time depends on the society, the state of development of its productive forces and production relations.

Tourism has a positive impact on society and its values:

- political - as a factor of peace and concord;
- economic - as a source of profits, revenues, an increase in the gross national product, spur the development of many related industries, create jobs and build regional economies;
- cultural and educational - as a means of elevation of the cultural level of individuals and society as a whole, spiritual enrichment, preserve historical memory of the people and its cultural heritage;
- socio-demographic - as a factor in improving society, the extension of active life and so on.

National economies can suffer from excessive export of currency abroad, the emergence of dumping prices on the domestic market, the cost of importing goods and products required for standard consumption that meets the needs of tourists from developed countries (such expenses, according to the World Bank, are different countries from 15 to 50% of revenue). It is also possible the so-called imported inflation - a situation where the country comes to a large mass of foreign tourists with high purchasing power. This causes disorder market, inflation and rising prices in general may affect the socio-economic condition of society.

There are internal and external demographic factors of tourism. The external conditions for the development of tourism include the geographical location of the region, political relations between the countries, the international division of labor, the level of prices in the international market and in different countries, exchange ratio and so on. Among internal conditions them - the climate, the natural geographic features of the country, the availability and quality of natural resources and the possibility of easy use; the economic situation in the country; domestic policy, political stability; social system, the development of productive forces, the structure and level of welfare.

**Conclusions.** Today, tourism is one of the promising areas of socio-economic development of countries, regions and cities.

#### **References:**

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