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THE IMPACT OF TOURISM ON THE LABOR MARKET

N. R. Khalliyeva

*Doctoral Student of Management Department
of the Bukhara Engineering Technological Institute, Bukhara, Uzbekistan*

Tourism is an element that stimulates communication, exchange of ideas, exchange of information, culture and intellectual development. Therefore, one of the most important functions of tourism is its role in contributing to the restoration of the working capacity of the population, both in the form of recreation and in the types of medical resort treatments. At the same time, tourism is an educational tool for developing people's level of knowledge, culture and civilization. Therefore, tourism not only contributes to the economic needs, but also to the spiritual needs of the people.

Keywords: tourism; labor market; international trade; balance of services; tourist relations; working capacity; unemployment.

ВЛИЯНИЕ ТУРИЗМА НА РЫНОК ТРУДА

Н. Р. Халлиева

*Докторант кафедры менеджмента
Бухарского инженерно-технологического института, г. Бухара, Узбекистан*

Туризм – это элемент, который стимулирует общение, обмен идеями, обмен информацией, культуру и интеллектуальное развитие. Поэтому одной из важнейших функций туризма является его роль в восстановлении трудоспособности населения как в форме отдыха, так и в виде курортного лечения. В то же время туризм – это образовательный инструмент для повышения уровня знаний, культуры и цивилизации людей. Таким образом, туризм способствует не только экономическим, но и духовным потребностям людей.

Ключевые слова: туризм; рынок труда; международная торговля; баланс услуг; туристические отношения; работоспособность; безработица.

Tourism is an area that can affect the labor market both for the country visited by the tourist and for the state of the country of origin of the tourists. However, tourism contributes to employment growth, business development, social development (inter-ethnic relations), culture, environment, development and economic growth. Thus, tourism can have both positive and negative effects on the labor market in both countries. However, in order to determine the impact of tourism on the labor market, we need to take into account the factors that determine the development of tourism.

Through tourism, the state can create new jobs, thereby helping to attract surplus labor from other sectors and help reduce unemployment. Excessive growth of the labor force and youth determines not only the supply in the labor market, but also the growth of consumption, so the overall supply leads to an increase in GDP and, consequently, an increase in living standards. One of the key features of the evolution of the world economy is the growth and development of international trade. In this context, tourism serves as an important component of international economic relations.

«Tourism is an industry that benefits from very optimistic forecasts for the future, and its importance is becoming increasingly important at the global, regional, national and local levels» [1]. However, tourism is an invisible part of world trade. Invisible trade is not a com-

modity, but a form of international economic exchange. Invisible trade takes place and forms an «invisible balance» or «balance of services» that is an important component of a country's external balance of payments. In the balance of services, income and expenses from tourist activities are reflected in the balance of the account, called «travel». Thus, the income from tourist activities is credited to this account, and the expenses are credited to the debit account.

All of these are economic consequences and effects of tourism, but the latter has profound social and human significance. This, by its very nature, directly affects tourists as well as the residents of the areas visited. Also, the impact of tourism on the environment, the use of leisure time, and not just the relationship between nations. After all, tourism is an element that stimulates communication, exchange of ideas, exchange of information, culture, intellectual development. Therefore, one of the most important functions of tourism is its importance in contributing to the restoration of the working capacity of the population, both in the form of recreation and in the types of medical spa treatments. At the same time, tourism is an educational tool for developing people's level of knowledge, culture and civilization. Therefore, tourism not only contributes to the economic needs, but also to the spiritual needs of the people.

The social significance is that tourism is an important use of leisure time. The modern evolution of the world economy is characterized by an increasing trend of leisure time, which poses problems related to the organization and efficient use of it. If we look at tourism as a production with income and expenses, it means the use of different resources that naturally play a key role. As a result, tourism activities affect the environment and its components. Socio-economically, but politically, it should be noted that this is of particular importance in strengthening and diversifying tourism ties between peoples around the world. Indeed, along with real trade, international tourism is becoming one of the main forms of communication between people located on different continents.

Not only can unemployment in the labor market be reduced through tourism, but it is also possible to reduce poverty through this result.

Tourism development is seen as a means of increasing employment and earning income. Tourism increases foreign exchange earnings through trade in goods and imports of fixed assets, necessary services and production segments of the economy [2]. These trends lead to three types of economic impact on tourism development: direct, indirect, and inductive. An example of the direct economic impact of tourism is the increase in revenues of hotels, restaurants and tourism organizations. The indirect impact comes from establishing relationships between hotels and restaurants with local suppliers and suppliers. Inductive effects occur when users (e. g., firm owners, employees) spend their income on direct and indirect effects. Hence, the development of tourism affects various sectors of the economy through multiplier effects. Trends show that tourism is a determining factor in foreign direct investment in the country. Common features of internationalization link tourism and foreign investment in one area. The increase in tourists means more amenities related to tourism (e.g. hotels, bars, casinos, beaches). Requires more investment such as sustainability. International restaurants, hotels and food chains are investing in any corner of the world [3].

In general, tourism is an area that belongs to travel, visitors and travelers. Travel means the activity of travelers; traveler – a person who moves between different geographical locations for any purpose and at any time; visitor – it is outside the usual environment, for less than a year, for any main purpose in the country or place of visit, for example, vacation, vacation and vacation, business, a person going for health, education or other purposes. In addition, tourism is a social, cultural, and economic phenomenon associated with the movement of people between places outside their usual habitats.

Thus, tourism is an important source of job creation and therefore countries are interested in its development. Statistics can highlight the contribution of the tourism business to job creation and assess the impact of public policy and private investment on the potential for job creation in tourism activities or tourism sectors.

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INFLUENCE OF SOCIAL AUDIT ON SUSTAINABLE BUSINESS DEVELOPMENT AND EFFECTIVENESS OF CHANGE MANAGEMENT

I. V. Khovrak

*Doctor of Economics, Associate Professor of Accounting and Finance Department
of the Kremenchuk Mykhailo Ostrohradskyi National University, Kremenchuk, Ukraine*

The paper analyzes the activity of companies in the formation of social reporting, identifies the industry and geographical features of these companies, and also proposes a conceptual scheme for the impact of social audit on sustainable business development and the effectiveness of change management.

Keywords: corporate social responsibility; social audit; sustainable development; reporting; GRI standards.

ВЛИЯНИЕ СОЦИАЛЬНОГО АУДИТА НА УСТОЙЧИВОЕ РАЗВИТИЕ БИЗНЕСА И ЭФФЕКТИВНОСТЬ УПРАВЛЕНИЯ ИЗМЕНЕНИЯМИ

И. В. Ховрак

*Доктор экономических наук, доцент, доцент кафедры учета и финансов
Кременчугского национального университета им. Михаила Остроградского,
г. Кременчуг, Украина*

В работе проведён анализ деятельности компаний по формированию и подаче социальной отчётности, выявлены отраслевые и географические особенности компаний, а также предложена концептуальная схема влияния социального аудита на устойчивое развитие бизнеса и эффективность управления изменениями.

Ключевые слова: корпоративная социальная ответственность; социальный аудит; устойчивое развитие; отчётность; стандарты GRI.

In modern conditions, companies from different countries are paying more and more attention to sustainable development issues [1, 4, 5, 6, 7], which allows them to include in the development strategies of companies not only economic and financial indicators but also social and environmental ones [3, 8, 9]. At the same time, the requirements for the transparency of companies' activities and for the formation of a safe and developing environment in companies are increasing, and consumers are becoming more loyal to socially responsible companies.