

What are the most important things that you look for in retail experience? The answer is Customer Service. Knowledgeable staff those are willing and able to assist you, “armed” with technologies that allow you to always stay in touch and provide more opportunities.

References

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TOURISM IN LATIN AMERICA AS A FACTOR OF ECONOMIC GROWTH AND DEVELOPMENT

Today, tourism business is one of the leading and most dynamic sectors of the world economy. High rates of its development, large volumes of foreign exchange receipts actively influence various sectors of economy that promote formation of the tourist industry. The tourism sector accounts for about 10 % of the world’s gross national product, 7 % of world investments, every 16th workplace, 11 % of world consumer spending. Thus, in our days it is impossible not to notice the huge impact that the tourism industry has on the economy.

The impact of tourism on the development of the country’s economy lies in the fact that tourism contributes to the creation of new jobs, reducing the deficit of foreign exchange payments in the country, the development of production of goods and services that meet tourist needs. It performs the function of smoothing, i.e. redistribution of income of the population from the regions with more developed economies to underdeveloped regions. But having rich natural resources, it contributes to an increase in the standard of living of the population of these countries. When tourism develops unilaterally, its impact on the country’s economy is negative due to the weakening of other sectors of production and the transformation of the country’s economy into the economy of services.

All Latin American countries are developing countries. The level of economic development in the developing world is intermediate. Argentina, Brazil and Mexico are the most successful in economic development. In international tourism, Latin American countries occupy a modest place.

The minor role of Latin America in international tourism is explained by the following reasons:

- a remoteness of the area from densely populated Europe and Asia;
- a weak development of transport communications;
- a lack of the tourist infrastructure in most Latin American countries;
- a lack of political stability and the existence of dictatorships in some of the countries.

In most Latin American countries foreign tourists come from neighbouring regions. About 25 % of the tourists arrive here from the USA, Canada and Europe.

Among the most popular Latin American destinations are Brazil, Argentina, Mexico, Cuba, Peru, Venezuela.

As an object of the tourist activity, Latin America has favorable cultural and historical conditions for the development of tourism. Among the outstanding natural monuments are: the Iguazu falls, landscapes of the Andes, high-altitude lake Titicaca, beaches of Brazil and Mexico.

The wild, pristine nature of the Amazon and the exotic jungle are the resources of extreme tourism. Wonderful beaches and magnificent resorts, a favorable climate without distinct seasons, a variety of volcanoes, giant cacti in the desert and lush tropical vegetation of the southern regions — all this favors the influx of foreign tourists into the country.

The region is characterized by relatively high population growth rates: in 2000–2017 it increased by more than 100 mln people and passed the mark of 630 mln inhabitants. In Latin America the proportion of young people is relatively large, which provides the economy with a constantly growing workforce.

The people of most Latin American countries speak the same language which greatly facilitates social and political communications. Many negative stereotypes are a thing of the past. As you can see, Latin America has a set of competitive advantages that the region can tap into for economic growth.

The analysis of the tourism sector in Latin America today is very relevant due to the fact that in recent years there has been a tendency to increase the role of the service sector, in which tourism occupies a leading place. The tourism sector in the national economy is a source of income and significant foreign exchange earnings. It activates the balance of payments and has a positive impact on the tourism infrastructure of Latin American countries.