

of moral and material incentives in staff activities. In order to change this situation companies that work in the tourist sphere have to conduct professional trainings. Besides this, the employers should motivate their personnel with the help of different bonus systems. It is considered to enhance the competitiveness among the staff and will improve their work in general.

In the conclusion, it should be noted that all, the above mentioned, problems significantly hamper the development of the tourism industry. But some improving steps have already been made and if, at least, a part of the ideas listed above starts working, then the tourism demand and its effectiveness will increase.

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TOURISM INDUSTRY AT THE INTERNATIONAL LEVEL: PROBLEMS AND PROSPECTIVES

In the modern world international tourism is one of the largest high-profitable and most dynamic branches of the economy. It has a significant impact on the development of a particular region, expands trade, scientific, technical and cultural ties between the countries of the world. Also, tourism affects such main branches of the economy as transport, communications, agriculture and construction.

International tourism is becoming an increasingly important branch of the world economy. But in this area, there are a large number of problems that prevent its rapid development.

The main problems include a weak legal framework and regulation of tourism entities, lack of innovation and well-organized structure in the tourism industry. Also, there is an issue of poor and suboptimal personnel management. This question is associated with the deficiency of moral and material incentives in the activities of staff and, as a result, leads to the lack of professionalism and low service [1].

Other widespread problems refer to political and economic instability, state of the environment, natural disasters, climate changes, terror-

ism and crime rate. These problems significantly inhibit the development of tourism and contribute to the massive outflow of income.

These issues need to be solved in order to bring the tourism industry to a new level. If countries want to improve the situation, at first, they should conduct various trainings and refresher courses to improve the professionalism of staff and the quality of service. Moreover, it will be really advantageous to provide tourists with modern information and technological base.

Solving such topical issues as environmental problems, problems concerning crime rate and terrorism is more time-consuming and requires the participation of the government and special authorities. And while the best minds are working on solutions, we want to pay attention to some directions, the development of which will lead the tourism industry to a new level.

So, the following types of tourism are seemed really promising:

1. Cultural and educational tourism. It is a good idea to stimulate interest in different historical, architectural or cultural epochs by visiting architectural monuments, museums, historical routes. The program should also include visits to various theatrical and musical performances, movies, festivals, exhibitions, national and religious holidays.

2. Active tourism. It is necessary to work out a program for the active tourism; to create conditions for attracting investment in the development of active tourism infrastructure; to stimulate the involvement of young people to a healthy lifestyle and to promote tourism products with the help of advertising.

3. Business tourism. At first, the authorities have to improve the legal support of the sphere. The second step is to diversify the offered tourist services as much as possible, covering all spheres of business interaction and taking into account the specifics of requests of business people [2].

Summarizing the information above, we should say that the international tourism industry is a complex sphere that is constantly changing and has a significant impact on the structure and overall situation in the world economy. And in order to improve the condition of the tourism industry it will be necessary to put great efforts, competent actions and wise solutions.

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