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THE HOST COMMUNITY PERCEPTION TOWARDS THE IMPACT OF TOURISM IN LEBANON

Tourism is considered as an important tool for economic development in rural areas as well as national economy. However, such industry needs to be managed in a good way in order to reserve natural and cultural heritage. In this article, the major focus will be on rural tourism as it is considered a major part for tourism sustainability. Rural tourism is often related to different types of tourism such as agro-tourism, ecotourism, community based tourism, alternative tourism, sustainable tourism, etc. [1]. Planning tourism in general and rural tourism in specific is highly important to develop this sector and give impetus for its effectiveness [2]. The demand for rural tourism in the last few years in Lebanon witnessed an increase share within the tourism industry. Till now there's a lack of scientific studies for the perceptions of locals regarding this sector in Lebanon. The aim of this study is to seek the locals perception for rural tourism impact (Economic, Environmental, and socio-cultural).

A quantitative approach based on a survey was conducted in several Lebanese villages (rural areas) between February and March 2019. A total of 430 respondents were chosen randomly from different locations of the targeted villages. The questionnaire included 38 main questions of which 33 questions (divided into 3 categories) concerning locals' perception toward tourism impact and five questions concerning information about the respondents themselves. Data obtained were analyzed using the SPSS; Chi Square test (two-way contingency table) between two categorical qualitative questions to check whether there is dependency or not as to see and investigate the significant relation between the studied variables.

The results showed that the community has positive perception about the ongoing tourism development and they have more hopes about tourism development in the rural areas and believe that it will help to create more employment opportunities, attracting new investment, imputes the local industry and contributes to local economic development. Also, they had a doubt and anxiety about the aspects related to socio-cultural and environment like the spread of disease, locals' honesty decrease, exerts pressure on water and electricity consumption and the discharge of solid and liquid waste to the environment.

References

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ENTERPRISES IN DOMESTIC MARKETS

Development of the enterprise in domestic markets, there comes a time when the management of the enterprise seeks to conquer new niches and enter its foreign market with its products. Foreign economic activity of the enterprise is fraught with high risks, which can be mitigated by a preliminary assessment of the export potential of the enterprise. Assessment of the export potential of the enterprise should be carried out both when planning the start of export activities, and in the process of the enterprise in foreign markets. Enterprises that decide to enter the foreign market on their own must understand that development in this area will require financial, human, organizational and commercial resources. Enterprises that already operate in the local foreign market, over time, seek to expand sales markets, and for this they must identify their strengths and weaknesses, assess their opportunities to win new customers [1].

Under the export potential of an enterprise is understood the real or potential ability of an enterprise, determined by the totality of its production, financial, personnel and market potentials, to carry out trading activities on the foreign market under the influence of endogenous (internal) and exogenous (external) factors.

The following components of the export potential are distinguished: production potential, financial potential, human potential, market potential. The following economic categories are included in the export potential: competitiveness potential, export activity potential, industrial potential and financial potential [1].

The level of the enterprise's export potential will vary depending on the selected market. Based on this, we can define the local export potential. Local export potential is the ability of an enterprise, determined by the totality of its production, financial, marketing, innovative and market potentials, to carry out trading activities in a limited foreign market under the influence of external factors.

In strategic planning of export activities, the assessment of export potential is used for the following purposes: development of the concept of the main directions of export of products; drawing up a program for the development of export activities of the enterprise; comparing the export potential of an enterprise with the export potential of another enterprise; comparison of alternative export projects of the enterprise, etc.