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**Dinara Mazlumyan**  
Science tutor *O.M. Pavlyutina*,  
Yanka Kupala GrSU (Grodno)

## **WORLD TOURISM DAY AS AN INDICATOR OF INTERNATIONAL TOURISM INDUSTRY DEVELOPMENT**

World Tourism Day (hereinafter WTD) was established by the General Assembly of the World Tourism Organization (The World Tourism Organization, UNWTO) and is celebrated annually on 27 September. This date was chosen due to the fact that on this day in 1970 the Charter of the World Tourism Organization was adopted. In this article the influence of WTD on the development of international tourism is analysed.

The holiday is celebrated in most countries of the world for over 40 years. One of its fundamental traditions is its slogan, which is constantly changing.

At its sixty-sixth session (24 September 2001, Seoul, Republic of Korea), the Executive Council decided that the selection of the host State of WTD should be conducted in rotation among the six regional Commissions in order to respect the principle of equitable geographical rotation. It was decided to establish the following order, starting from 2006: Europe; South Asia; Americas; Africa, East Asia and the Pacific, Middle East. The full cycle should be repeated in the following years.

The number of official WTD celebrations per UNTWO region from 2006 to 2021 is presented in the table 1.

	Africa	Americas	Europe	Middle East	Asia and the Pacific
Number of official celebrations of WTD	3	3	3	2	5

Table 1 - Number of official WTD celebrations by UNTWO regions from 2006 to 2021 Source: Author's elaboration based on sources [1, 3].

According to the data presented in Table 1, the Asia-Pacific region hosted the largest number of official WTD celebrations. There were several reasons for this: the macro-region is large and extremely diverse in terms of forms of tourism development, and it was also the fastest growing tourism industry until 2020. The situation in the Middle East is exactly the opposite, due to the fact that it includes the smallest number of

countries (14). Tourism development in the region is hampered by military operations in Iraq, Syria and Afghanistan, as well as an increased level of terrorist danger.

The choice of the country hosting the official celebration depends on its tourism potential in order to promote it to tourists worldwide. Each year, a country, one of the six regions, assumes the responsibility of organising the festivities. However, for the first time in the history of WTD, the 2020 official celebration was organised by a group of countries, not by a single UNWTO member state. This was done to reflect the need for international solidarity and cooperation.

The most pressing industry development issues are realized in the slogan motto. The WTD slogan reflects the problem to be solved for the beneficial development of tourism and the expansion of its positive impact on various areas of life.

Tourism is a set of sectors of the global economy that fully addresses its current and future economic, social and environmental impacts, meeting the needs of visitors, industry, environment and host communities. Since 2006, WTD has therefore focused on various aspects of the sustainability of the tourism industry.

The relevance of the Sustainable Development Goals and WTD from 2006 to 2021 is presented in Table 2.

Sustainable Development Goals	World Tourism Day slogan
Goal 16: Peace, Justice and Strong Institutions	«Tourism Enriches», 2006
Goal 5: Gender Equality	«Tourism Opens Doors for Women», 2007
Goal 13: Climate Action	«Tourism: Responding to the Challenge of Climate Change», 2008
Goal 14: Life Below Water Goal 15: Life On Land	«Celebrating Diversity», 2009 «Tourism and Biodiversity», 2010
Goal 7: Affordable And Clean Energy	«Tourism & Sustainable Energy: Powering Sustainable Development», 2012
Goal 6: Clean Water and Sanitation	«Tourism and Water: Protecting Our Common Future», 2013
Goal 11: Sustainable Cities and Communities	«Tourism and Community Development», 2014
Goal 17: Partnerships	«1 Billion Tourists 1 Billion Opportunities», 2015 «Promoting Universal Accessibility», 2016 «Sustainable Tourism - a Tool for Development», 2017
Goal 9: Industry, Innovation, and Infrastructure	«Sustainability & digital transformation in tourism», 2018
Goal 8: Decent Work and Economic Growth	«Tourism and Jobs: a better future for all», 2019 «Tourism and Rural Development», 2020

Table 2 – Sustainable development goals and the WTD from 2006 to 2021

Source: Author's elaboration based on sources [1, 2, 3].

According to the data presented in Table 2, tourism plays an important role in sustainable economic development, poverty alleviation, addressing a range of issues in education, health, social protection and employment. It promotes closer contacts between

people from different countries and regions of the world, and contributes to combating climate change and protecting the environment.

Thus, the above data confirm that celebrating Tourism Day does not only promote the role of tourism, but also contributes to overcoming global challenges and provides an opportunity to reflect on the importance of tourism for the well-being of the world.

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<http://edoc.bseu.by/>

**Anna Makovskaya, Daria Sidor**  
Science tutor *I. Kandrichina*  
BNTU (Minsk)

### **WAGES AS THE MAIN FORM OF REMUNERATION FOR WORK**

By the beginning of the XXI century, objective trends in the development of a socially-oriented economy had developed in the world, determined by the focus on improving the quality and standard of living of people. In these conditions, it becomes urgent to create a new system of social protection of employees and a fair wage system that corresponds to market relations.

Wages are an integral element of the socio-economic policy of the state, the main source of improving the welfare of workers, the main mechanism for encouraging high-performance and high-quality work.

The analysis of the evolution of theoretical views on the nature of wages allows us to postulate the need to differentiate the concepts of “wages” and “remuneration”. Wages should be considered as remuneration for work, determined by the content and complexity of work in the workplace, the requirements for the employee, the costs of simple and expanded reproduction of labor, the state-guaranteed level of wages of workers in the country. Remuneration of labor is a system of relations related to ensuring the establishment and implementation by the employer of payments to employees for their work in accordance with laws, other regulatory legal acts, collective agreements, agreements, local regulations and employment contracts.

Wages in a market economy are the main form of the employee’s labor price, the equivalent of the part of the employee’s accumulated human capital amortized over the