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ACTIVITIES OF INTERNATIONAL ORGANIZATIONS AND ASSOCIATIONS IN THE TRAVEL & TOURISM INDUSTRY

The article investigates the peculiarities, goals and objectives of international tourist organizations and associations. The directions of cooperation, aimed at streamlining the regulation of tourist activities in various countries of the world are determined. Sectoral activities in the field of tourism of the International Labour Organization and the World Economic Forum are reviewed.

Keywords: international tourism organizations; travel and tourism industry; international tourism.

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ДІЯЛЬНІСТЬ МІЖНАРОДНИХ ОРГАНІЗАЦІЙ ТА АСОЦІАЦІЙ В ІНДУСТРІЇ ПОДОРОЖЕЙ І ТУРИЗМУ

У статті досліджено особливості, цілі та завдання міжнародних туристичних організацій та асоціацій. Визначено форми їх співробітництва, спрямовані на впорядкування та регулювання туристичної діяльності в різних країнах світу. Розглянуто галузеву діяльність у сфері туризму Міжнародної організації праці та Всесвітнього економічного форуму.

Ключові слова: міжнародні туристичні організації; індустрія подорожей і туризму; міжнародний туризм.

Табл. 5. Літ. 13.

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ДЕЯТЕЛЬНОСТЬ МЕЖДУНАРОДНЫХ ОРГАНИЗАЦИЙ И АССОЦИАЦИЙ В ИНДУСТРИИ ПУТЕШЕСТВИЙ И ТУРИЗМА

В статье исследованы особенности, цели и задачи международных туристических организаций и ассоциаций. Определены формы их сотрудничества, направленные на упорядочение и регулирование туристической деятельности в различных странах мира. Рассмотрена отраслевая деятельность в сфере туризма Международной организации труда и Всемирного экономического форума.

Ключевые слова: международные туристические организации; индустрия путешествий и туризма; международный туризм.

Problem setting. In a fast-moving, highly interconnected world tourism continues to be one of the most dynamic sectors of economic activities, generating a wide range of benefits for host countries and destinations, including employment, foreign exchange earnings and contribution to GDP.

Constant expansion and globalization of international tourist business necessitated its international legal regulation and the creation of specialized international tourism associations and organizations. International rules and regulations are mainly of general character and are intended to ensure the provision of high quality services by all actors of tourism business worldwide. International tourism associations are created on the basis of voluntary membership, and act in accordance with their statutes. International tourism associations are an effective form of international cooperation on statistics, information exchange, joint meetings and consultations in the field of tourism.

Latest research and publications analysis. Theoretical, methodological and practical aspects of international cooperation in tourism were considered by a number of

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foreign and domestic scientists, such as G. Damar (2011), A. Giampiccoli and O. Mtapuri (2014), D. Landau (2011), M.P. Malska et al. (2008), A.G. Mischenko (2008) and others. At the same time there is no comprehensive analysis of the activities of international organizations and associations in the travel & tourism (T&T) industry.

The research objective is to determine the peculiarities of activities of international organizations and associations in T&T under globalization.

Key research findings. Development and rapid growth of tourism in the world necessitates positioning the sector higher in national policies, recognizing its role as a key driver of economic growth, development, employment and creating specialized international tourism associations and organizations. International tourism organization generates market knowledge, promotes competitive and sustainable tourism policies and instruments, carries out an analysis of T&T competitiveness, fosters tourism education and training, promotes T&T sectorial activities related to labor standards, employment, social dialogue, social protection etc.

The leading international organizations in the field of tourism are: the World Tourism Organization, the World Travel & Tourism Council, the United Federation of Travel Agents' Associations, the Association for Tourism and Leisure Education, the Travel and Tourism Research Association, the World Federation of Tourist Guides Associations etc. The World Economic Forum and the International Labour Organization also carry out sectorial activities in the T&T sector.

The World Tourism Organization (UNWTO) is the United Nations agency responsible for promotion of sustainable, responsible and universally accessible tourism. The main characteristics of UNWTO are shown in Table 1.

Table 1. Basic information on UNWTO (www2.unwto.org)

	The goal	Activities in the T&T industry	Members
UNWTO International organization	Promotion and development of tourism with the view to contribute to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms	<ul style="list-style-type: none"> - mainstreaming tourism in the global agenda; - improving tourism competitiveness; - promoting sustainable tourism development; - advancing tourism's contribution to poverty reduction and economy development; - fostering knowledge, education and capacity building; - building partnerships. 	<ol style="list-style-type: none"> 1. Member States (156 countries). 2. Associate Members (6 countries). 3. Permanent Observers. 4. Affiliate Members.

The UNWTO takes all appropriate actions to attain the fundamental aim. In pursuing this aim, particular attention is paid to the interests of developing countries in tourism.

The organs of the UNWTO are (www2.unwto.org):

- the General Assembly, hereinafter referred to as the Assembly;
- the Executive Council, hereinafter referred to as the Council;
- the Secretariat.

The UNWTO budget, covering its administrative functions and the general programme of work, shall be financed by contributions of the Full, Associate and

Affiliate Members according to the scale of assessment accepted by the Assembly and from other possible sources of receipts for the UNWTO in accordance with the Financing Rules.

WTTC is a not-for-profit organization, registered as a UK company limited by guarantee. It is headed by a board of executive directors, who are responsible for guiding the work of the Council in the fulfillment of its mission. The mission of WTTC lies in strategic priorities of its activities: freedom to travel, policies for growth, tourism for tomorrow (Table 2).

Table 2. Basic information on WTTC (www.wttc.org)

		The goal	Activities in T&T	Members
WTTC	International forum	To represent the private sector in all parts of the T&T industry worldwide	<ul style="list-style-type: none"> - ongoing focus is visa facilitation, convincing governments of huge economic advantages generated by visa policies encouraging inbound visitors; - campaigns for governments to implement policies that ensure the business environment is conducive to T&T growth; - safeguarding the environment and ensuring that the sector growth is managed responsibly, finding the balance between people, planet and profits. 	<ol style="list-style-type: none"> 1. Members: Chairs, Presidents and CEOs of 100 of the world's foremost travel & tourism companies. 2. Partners: global companies that provide products and services to the T&T sector.

Membership in WTTC is by invitation only, although Membership Committee will consider expressions of interest from individuals and organizations who are of equal stature to current Members, and who are prepared to devote necessary financial and other resources to support the mission of WTTC.

UFTAA is a non-profit confederation of international scope, representing the travel and tourism industry, namely regional federations comprising some 80 national associations. UFTAA is strengthening its members' image, enhances the world travel and tourism industry and a sustainable tourism (www.uftaa.org). To comply with its mission, the association develops its functions and activities which are presented in Table 3.

Table 3. The basic information of UFTAA (www.uftaa.org)

		The goal	Activities in T&T	Members
UFTAA	International association	Strengthening its members' image, enhances the world T&T industry and sustainable tourism	<ul style="list-style-type: none"> - to unite and consolidate the Federations and to enhance globally the interests of their members; - to work towards the adoption of measures that will ease travel for consumers and to offer services to its member federations; - to be an investigation and information Centre supporting member federations; - to offer arbitration services assisting in solving conflicts in commercial relations; - to organize world congresses of travel agents and other meetings. 	<ol style="list-style-type: none"> 1. Members: National and Regional Associations of travel and/or tourism agents. 2. Affiliates: Travel and/or tourism agencies. 3. Partners: Hotels, Tourist offices, Companies, Entities involved in travel or tourism trade.

UFTAA continuous dialogue and consultation with other international organizations such as the International Air Transport Association (IATA), the International

Hotel and Restaurant Association (IH&RA) the International Union of Railways (IUR), the International Road Union (IRU), and the International Chamber of Commerce (ICC). UFTAA has consultative status with the UN/NGO/ECOSOC, and works closely with other world bodies such as UNESCO, WHO etc. for a sustainable and responsible tourism. UFTAA is an affiliate member of the UNWTO and its Business Council (WTOBC) (www.uftaa.org).

WEF is an International Institution committed to improving the state of the world through public-private cooperation. The WEF is governed by its Foundation Board. The Board's role includes: managing the statutes of the WEF and its institutions; appointing new members; reviewing fund applications; determining and monitoring the execution of the WEF strategies.

WEF engages political, business, academic and other leaders in collaborative efforts to shape global, regional and industry agendas. WEF delivers unique value to its partners, members and constituents through its Annual And Regional Meetings, Its Centres dedicated to global, regional, and industry issues, including tourism industry (www.weforum.org). WEF works closely with UNWTO and WTTC in the field of T&T industry to design and develop the Travel & Tourism Competitiveness Index (TTCI) (Table 4).

Table 4. Basic information on WEF work in T&T

	The goal	Activities in T&T	Members
WEF International forum	To improve the state of the world through public-private cooperation	<ul style="list-style-type: none"> - to carry out an indepth analysis of the Travel & Tourism competitiveness of economies around the world; - to provide a platform for multi-stakeholder dialogue to ensure the development of strong and sustainable Travel & Tourism industries capable of contributing effectively to international economic development; - to design and develop the TTCI. 	<ol style="list-style-type: none"> 1. Strategic Partners. 2. Industry Partners. 3. Foundation Members. 4. Global Growth Companies. 5. Technology Pioneers.

Source: www.weforum.org; www3.weforum.org.

WEF has, for the past 7 years, engaged key industry and thought leaders through its Aviation, T&T Industry Partnership Programme, along with its Global Agenda Council on New Models for T&T, to carry out an indepth analysis of the T&T competitiveness of economies around the world. The resulting Travel & Tourism Competitiveness Report provides a platform for multi-stakeholder dialogue to ensure the development of strong and sustainable T&T industries capable of contributing effectively to international economic development (www.weforum.org).

ILO is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that labour peace is essential to prosperity. The ILO is the only tripartite UN agency with government, employers, and workers representatives. This tripartite structure makes ILO a unique forum in which governments and social partners can freely and openly debate to elaborate labor standards and policies.

The permanent organization consists of (ILO, 1974):

- a General Conference of representatives of the Members;
- a Governing Body;

- an International Labour Office controlled by the Governing Body.

In the T&T sector, ILO provides sectoral activities related to its 4 pillars, which together constitute the ILO’s Decent Work agenda, which are labor standards, employment, social dialogue, social protection (Table 5).

Table 5. Basic information on ILO activities in T&T (ILO, 1974, 2008)

	The goal	Activities in T&T	Members
ILO International organization	To promote rights at work, encourage decent employment opportunities, enhance social protection and strengthen dialogue on work-related issues	<ul style="list-style-type: none"> - to promote hotels, catering and tourism sectorial activities related to labor standards, employment, social dialogue, social protection; - to cooperate with UNWTO in the area of statistics both in terms of methodology and research on national methods of data collection of employment in tourism industries using the Tourism Satellite Account. 	Governments and social partners in 185 Member States.

Close cooperation between UNWTO and ILO consists in recognizing the fundamental role of decent work activities in bringing about social development, assisting in the eradication of poverty, promoting prosperity and international understanding of ILO standards and strengthening social dialogue in hotels, catering and tourism sector in general. ILO and UNWTO also cooperate in the area of statistics both in terms of methodology and research on national methods of data collection of employment in the tourism industries using the Tourism Satellite Account: Recommended Methodological Framework as the basic framework (unstats.un.org).

Ukraine's cooperation with international tourism associations and organizations takes place on both public and private levels. Partnership is implemented by conducting joint congresses and meetings, increasing educational opportunities of specialists, introduction of international standards of tourism, development and implementation of into action joint international development programs and supporting tourism businesses.

Conclusions. In spite of persisting global economic challenges and geopolitical shifts, tourism continues to grow and even exceed long-term forecasts and expectations. This necessitates the establishment of international tourism organizations of different levels and competencies. The analysis of international organizations and associations in T&T shows that the most common international tourism structure is association – a voluntary union of national organizations, institutions and enterprises of the tourism industry. Cooperation of international organizations and associations in tourism includes concluding bilateral and multilateral agreements, development and implementation of collaborative initiatives and standards in the tourism sector, holding joint conferences and summits.

Under the conditions of international relations expansion Ukraine is open for international tourism cooperation within the international system of tourist organizations of various levels and competences. Purposeful and systematic activities for the development of international links with travel organizations and associations are a factor of integration of Ukraine into the European community, national economic development and effective use of tourism resources. Further study of the interaction

and cooperation between Ukraine at both state and private levels with tourism organizations and associations will determine the priorities of the system partnership and the ways to intensify tourism business development in the country.

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