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SOCIAL TOURISM AS A COMPONENT OF TOURIST ACTIVITY

Summary

The essence, functions and social components of tourism are defined in the article. The strategic goals of the state social policy, which can be solved by social tourism, are determined. The analysis of foreign experience taking into account social tourism in the formation of social policy, determining the degree of readiness of Ukraine to introduce social tourism is carried out.

The relevance of this article is that recreation and leisure are important factors in the lives of most people, but may be inaccessible and limited to certain categories of people. Therefore, in our opinion, the decision on the issue of inaccessibility and organization of recreation should be partially taken over by the state. This is due to one of its most important functions, namely social, where the center of security is the person, his life and health. Since most of the functions of the state can be realized through politics, we believe that social tourism can become one of the effective elements of social policy. For tourism to become social, it must be accessible to society and create the opportunity to restore human resources for different categories of people, especially those with disabilities.

The article is to reveal the essence of social tourism, to identify the main social components that can become an element of social policy of the state.

The proposed results indicate that social tourism can be included in the list of social services, and foreign experience in the use of holiday checks can be used by private enterprises to restore the workforce and improve the health of the team.

Prospects for further research requires issues of financial and economic nature, filling the state budget for the allocation of subsidies for the development of social tourism and creating conditions for its accessibility for the poor.

Keywords: tourism, social tourism, state social policy, social functions, social programs, holiday checks.

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