

**State University of Trade and Economics
Department of International Management**

Final Qualifying Paper

on the topic:

**«ORGANIZATION OF IMPORT OF GOODS FOR TOURISM FROM ASIAN
COUNTRIES»**

(based on the data of LLC EPICENTR K)

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« » _____ **2023**

Task for the final qualifying paper of the student

Alouach Ahmed

1. Theme of the final qualifying paper

“Organization of import of goods for tourism from Asian countries”

Approved by order of STEU from «12» January 2023 № 38

2. Deadline for the submission of completed final qualifying paper by the student

3. Target installation and initial data to final qualifying paper

The purpose of the final qualifying paper is to analyze the organizational aspects of importing goods for tourism from Asian countries using the material of “EPICENTR K” LLC, identify challenges and opportunities, and propose recommendations for optimizing the process.

The object of the final qualifying is the process of importing goods for tourism from Asian countries, while the subject of the study is the organization of this process.

The subject of the final qualifying paper is the organization of import of goods for tourism from Asian countries using the material of “EPICENTR K” LLC.

4. Contents of the final qualifying paper (list of questions for each chapter)

Introduction

Chapter 1. Foreign economic activity of LLC «EPICENTR K». Characteristics of the enterprise.

Analysis of production and economic activities. Study of the financial condition and total income of the entity for 5 years. The purpose of the import operation. Research of foreign economic activity of the enterprise with definition of geographical structure of import operations, commodity structure of imported goods. Identification of current problems of the enterprise-subject of foreign economic activity.

Chapter 2. Justification of the choice of the country counterpart for the organization of goods for tourism

Study of the main stages of development and the current state of the world market of petroleum products. Study of world trend in development of fuel products trade over 5 years. Identifying the leading countries in the export of petroleum products in the world. Analysis of the dynamics of value and quantity of exports and imports. Price level research. Identification of domestic importers (competitors). Study of demand for the researched product in the domestic market, analysis of consumer behavior, determination of the target audience of the consumer.

Chapter 3. Implementation of import operation

Compliance with regulatory requirements of Ukraine. Carrying out calculations of potential income from the sale of imported goods on the domestic market, the importer's expenses in accordance with the terms of delivery, the peculiarities of taxation in the "import" customs regime. Definition of exogenous, endogenous risks, contractual risks.

Conclusion

References

Appendices

4. Calendar plan of the final qualifying paper

№	Stages of the final qualifying paper	Terms of the final qualifying paper	
		plan	fact
1	Approval of the content of the final paper		
2	Collection of information		
3	Writing and submitting for review the first chapter of the final paper		
4	Writing and submitting for review the second chapter of the final paper		
5	Writing and submitting for review the third chapter of the final paper		
6	Check of the final paper		
7	Completion of the final paper		

5. Date of issuance of the task « » _____ 2023

Scientific adviser of the final qualifying paper Gaidutskyi A.P.

6. Guarantor of the educational program Pyankova O.V.

7. The task was accepted by the student Alouach Ahmed

8. Resume of scientific adviser about the final qualifying paper

The final qualifying paper of Alouach Ahmed is relevant and devoted to increasing the level of efficiency of import operations of «EPICENTR K» LLC. The final

qualifying paper consists of content, introduction, main part (3 sections), conclusions and recommendations, references, and appendices. The content of the paragraphs fully corresponds to the titles of the parts and the topic of the final qualifying paper. The content and structure of the paper meet the requirements and current standards for obtaining a bachelor's degree.

The final qualifying paper is analyzed due to the theoretical and practical aspects of the improvement of import operations of the enterprise. The final qualifying paper of Alouach Ahmed is completed, meets the requirements, and is recommended for defense.

9. Conclusion on the final qualifying paper

The final qualifying paper of student Alouach Ahmed may be admitted to the defense in the Examination Board.

Guarantor of the educational program Pyankova O.V.

Head of the Department Melnyk T.M.

«___» _____ 2023

SUMMARY

Alouach Ahmed. "Organization of import of goods for tourism from Asian countries (using the material of LLC "EPICENTR K", Kyiv)". Manuscript.

Graduation qualification work in the specialty "Management" with specialization "Management of foreign economic activity". State University of Trade and Economics, Kyiv, 2023.

The final qualification work is devoted to the practical aspects of the organization of the import of goods for tourism from Asian countries, which includes: a study of the functioning of the enterprise, an analysis of the world market of goods for tourism, justification of the choice of Asian countries a counterparty country for the realization of the import potential of domestic companies, the implementation of a management decision regarding imports through organizational support and predictive assessment of the effectiveness of the supply of goods for tourism from Asian countries.

Key words: "EPICENTR K" LLC, import, management decision, organizational support, goods for tourism, Asian countries.

АНОТАЦІЯ

Alouach Ahmed. «Організація імпорту товарів для туризму з країн Азії (на матеріалі ТОВ «ЕПІЦЕНТР К», м. Київ)». Рукопис.

Випускна кваліфікаційна робота за спеціальністю «Менеджмент» зі спеціалізацією «Менеджмент зовнішньоекономічної діяльності». Державний торговельно-економічний університет, Київ, 2023.

Випускна кваліфікаційна робота присвячена практичним аспектам організації імпорту товарів для туризму з країн Азії, яка включає: дослідження функціонування підприємства, аналіз світового ринку товарів для туризму, обґрунтування вибір країн Азії країни-контрагента для реалізації імпортного потенціалу вітчизняних компаній, реалізація управлінського рішення щодо імпорту шляхом організаційного забезпечення та прогнозової оцінки ефективності поставок товарів для туризму з країн Азії.

Ключові слова: ТОВ «ЕПІЦЕНТР К», імпорт, управлінське рішення, організаційне забезпечення, товари для туризму, країни Азії.

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INTRODUCTION

The globalization of trade has led to increased opportunities for companies to import goods from various regions around the world. In the context of the tourism industry, the importation of goods from Asian countries has gained significance due to the unique and diverse products they offer. This study focuses on the organization of importing goods for tourism from Asian countries, with a specific examination of the case of LLC EPICENTR K, a major retail company in Ukraine.

Relevance of the Study. The importation of goods for tourism plays a crucial role in meeting the demands and preferences of Ukrainian tourists. Asian countries, renowned for their rich cultural heritage, exquisite crafts, and distinctive products, have become sought-after destinations for Ukrainian travelers. Therefore, understanding the organizational aspects of importing goods for tourism from Asian countries is essential for companies like LLC EPICENTR K to effectively cater to the growing demand and stay competitive in the market.

The subject of this study is the organization of importing goods for tourism from Asian countries. It aims to examine the specific processes, challenges, and opportunities involved in importing such goods, focusing on the case of LLC EPICENTR K. The object of the study is LLC EPICENTR K as a major retail company engaged in the importation of goods for tourism from Asian countries.

The primary objective of this research is to analyze the organizational aspects of importing goods for tourism from Asian countries, with a focus on LLC EPICENTR K. It aims to identify the key factors and strategies that contribute to successful importation and explore the challenges and opportunities associated with this process.

To achieve the research objective, the following tasks will be undertaken:

1. Investigate the specific import procedures and regulations for importing goods for tourism from Asian countries.
2. Analyze the factors influencing the selection of tourism goods from Asian suppliers.
3. Examine the quality control measures and standards for ensuring the availability of high-quality goods.
4. Explore the logistical considerations and challenges involved in the transportation of tourism goods from Asian countries to Ukraine.
5. Investigate the negotiation process and strategies for establishing favorable terms with Asian suppliers.

Research Methods. This study will employ a combination of qualitative and quantitative research methods. Qualitative methods, such as interviews and case studies, will be used to gather insights from industry experts and professionals in the field of importation.

Information Base. The research will rely on a wide range of information sources, including academic journals, industry reports, government regulations, company documents, and trade publications. The materials provided by LLC EPICENTR K will serve as a primary source of data and information for the study.

This research aims to provide valuable insights into the organization of importing goods for tourism from Asian countries, focusing on the case of LLC EPICENTR K. By examining the processes, challenges, and opportunities associated with this practice, the study seeks to enhance the understanding of effective importation strategies in the tourism industry and contribute to the success of companies operating in this sector.

CHAPTER 1. FOREIGN ECONOMIC ACTIVITY OF LLC EPICENTR K

1.1 Peculiarities of activity and financial status of LLC EPICENTR K

LLC Epicentr K is a well-established retail company in Ukraine that specializes in offering a wide range of construction materials, household goods, and home improvement products. Since its establishment in 2003, Epicentr K has achieved impressive growth and currently operates an extensive network of hypermarkets throughout Ukraine.

Recognized for its comprehensive selection, Epicentr K provides a diverse array of products to cater to different construction and renovation needs. Their product portfolio includes building materials, plumbing fixtures, electrical equipment, flooring, paint, tools, furniture, appliances, and more. With a strong commitment to quality and affordability, Epicentr K aims to meet the varied requirements of both individual customers and businesses in the construction industry.

Strategically located in major cities and regional centers across Ukraine, Epicentr K's hypermarkets offer convenient access to customers nationwide. The stores are designed with spacious layouts and well-organized departments, creating a pleasant and enjoyable shopping experience. Additionally, Epicentr K employs knowledgeable staff who are trained to assist customers with expert guidance, ensuring informed purchasing decisions.

Customer satisfaction is a top priority for Epicentr K, as the company continually strives to meet and surpass customer expectations. By continuously improving operations and expanding their product range to align with market trends and customer demands, Epicentr K maintains its competitiveness. Through strong supplier relationships and efficient supply chain management practices, the

company is able to offer competitive prices and ensure consistent product availability.

In addition to its core retail activities, Epicentr K actively engages in social responsibility initiatives. The company supports various community projects and invests in sustainable practices to minimize its environmental impact.

For evaluations general financial and economic state enterprises Ltdб "Epicenter-K" in the first queue necessary to analyze property, which one him belongs, and the source of its acquisition. To analyze the composition of corporate assets and passives, it is necessary to summarize the articles with a homogeneous content for definition basic trends dynamics balance, having determined storage and property structure (tab. 1.1).

Table 1.1

**Analysis composition and the property structure of the LLC
"Epicenter-K" (thousand UAH.)**

Indicator	Years			Deviation			
	2018	2019	2020	2018/2019		2019/2020	
				+/-	%	+/-	%
That's all property	1952614	2586595	2822101	633981	32.47	235506	9.1
Non-current assets	1626059	2044600	2237744	418541	25.74	193144	9.45
Reversible assets	326555	541995	584357	215440	65.97	42362	7.82
stocks	136296	162389	272892	26093	19,14	110503	68.05
accounts receivable arrears	138347	297325	219026	158978	114.91	-78299	-26.33
funds and their equivalentents	16819	30536	31932	13717	81.56	1396	4.57
others reversible assets	34749	46800	36737	12051	34.68	-10063	-21.5
Future expenses periods	344	4945	23770	4601	1337.5	18825	380.69

Source: made by the author based on the reference [6].

From the table 1.1 it can be concluded that the value of corporate property grew up by all period research, having increased on 32.47% in 2018-2019 year and on 9.1% in 2019-2020. This is due to the growth of non-current assets by 25.74% in 2019 year, 9.45% in in 2019, 65.97% current assets in 2019 year and 7.82% in 2020 year

Tempo growth turnover assets exceed pace growth non-current assets, which indicates an increase in the share of current assets in the property structure of the enterprise. This may indicate an increase in liquidity assets and acceleration of asset turnover. Analyzing the structure of turnover assets, the increase in 2019 was mainly due to the increase receivables by 114.91%, as well as an increase in stocks by 68.05% in 2020. Compared to 2019, there was an increase in current assets in 2020 smaller Debtorska arrears decreased on 26.33%. Now we will analyze property indicators state (tab. 1.2).

Table 1.2

Analysis indicators property state Ltd "Epicenter-K"

Indicator	Years			Deviation			
	2018	2019	2020	2018/2019		2019/2020	
				+/-	%	+/-	%
Coefficient mobility assets	0.2	0.27	0.26	0.07	35.00	-0.01	-3.70
Fraction fixed assets in assets	0.33	0.28	0.32	-0.05	-15.15	0.04	14,29
Coefficient wear and tear basic means	0.33	0.35	0.34	0.02	6.06	-0.01	-2.86
Armed forces	58,26	68.00	80.40	9.74	16.71	12.41	18.25
Fund capacity	0.48	0.51	0.65	0.03	5.40	0.15	28.70
Fund return	2.08	1.97	1.53	-0.11	-5.12	-0.44	-22.30
Profitability ratioproduction funds	0.05	0.08	0.03	0.03	56,11	-0.04	-54.81

Source: made by the author based on the reference [5].

From the table 1.2 it can be concluded that the indicator of liquidity of assets has increased by 32% in 2019 and decreased by 1.49% to 0.26 in 2020. So, share the company's current assets have increased significantly, but these indicators are not high enough for retail trade industry. Fraction basic means in assets almost not changed: in 2019 year decreased on 16.3%, and in 2020 year grew up on 14.47%.

Coefficient depreciation basic means in 2019 year increased on 7.33%, and in 2020 year decreased by 1.85%.

There is a tendency of gradual wear and tear basic means Coefficient sufficiency capital refers to to cost basic means on one employee, which increased on 16.71% in 2019 year and by 18.25% in 2020.

This is due to an increase in the cost of fixed assets at unchanging quantity employees, what testifies about positive trend expansion production Capital capacity reflects the average annual cost of fixed assets unit cost products, which grew up on 0.13% in 2019 year and on 35.94% in 2020 year.

This is a negative trend because the normal state is to decrease this indicator AND vice versa, profitability assets fell for analyzed period and also was negative Profitability production funds in 2018 year constituted 5%, in 2019 year she grew up to 8%, and in 2020 year fell to 3%, what even lower, than in 2018 year.

Let's define storage and structure sources financing activity enterprises (table 1.3). From the table 1.3 it can be concluded that the capital of the firm increased by period research. It connected with increase own capital on 42.17% in 2019 year, increase on 11.77% in 2020 year, increase loan funds by 24.38% in 2019 and by an increase of 6.57% in 2020. Magnification own capital happened by score magnification own capital from revaluation by 34.43% in

2019, an increase of 8.45% in 2020, increase in retained earnings by 176.42% in 2019 and increase by 144.31% in 2020 year Magnification loans funds in 2019 year on 24.% happened in mainly by score magnification current obligations on 49.17% IN 2020 year, although current liabilities decreased by 10.11%, borrowed funds increased by 6.57%, because long-term liabilities increased on 20.76%.

Table 1.3

Analysis composition and structures liabilities Ltd "Epicenter-K"

Indicator	Year s			Deviation			
	2018	2019	2020	2018/2019		2019/2020	
				+/-	%	+/-	%
Capital together	1952614	2586595	2822101	633981	32.47	235506	9.1
Own capital, in including registered (joint)capital	887768	1262154	1410703	374386	42.17	148549	11.77
capital in additional assessments	24000	24000	30000	0	0	6000	25
Undivided profit (uncovered loss)	900293	1210243	1312513	309950	34,43	102270	8.45
loan capital, in t. h	-36525	27911	68190	64436	176.42	40279	144.31
Long-term loans banks	657141	715924	883908	58783	8.95	167984	23.46
Short-term loans banks	656594	715452	863959	58858	8.96	148507	20.76
current obligation	547	472	19949	-75	-13.71	19477	4126.48
Short-term loans banks	408252	608989	547439	200737	49.17	-61550	-10,11
	547	472	19949	-75	-13.71	19477	4126.48

Source: made by the author based on the reference [2].

In 2019, current liabilities increased by 49.17%, mainly due to magnification current creditor's office debts on 22.07%, others current liabilities increased by 341.89%, current liabilities decreased by 10.11% in 2020 year, others current obligation decreased on 47.89%. IN 2020 year arrears enterprises by short-term banking loans grew up on 4126.48%. It indicates on that, what company must satisfy your current need in money funds and not may pay off current obligation before counterparties. Own capital increased by 42.17% in 2019 p. and 11.77% in 2020 p.

Assets companies have grown in accordance on 32.47% and 9.1% It is observed positive dynamics, which exceeds pace growth own capital and exceeds pace growth assets, what means what have increased own resource. Now we will spend analysis adjacent indicators financial stability Ltd "Epicenter-K" (tab. 1.4).

Table 1.3

Analysis composition and structures liabilities Ltd "Epicenter-K"

Indicator	Normative value	Year s			Deviation			
		2018	2019	2020	2018/2019		2019/2020	
					+/-	%	+/-	%
Ratio coefficient loan and own capital	<0.6	1.20	1.05	1.00	-0.15	-12.52	-0.05	-4.66
Financial ratio independence (autonomy)	> 0.6	0.45	0.49	0.50	0.03	7.32	0.01	2.44
Maneuverability coefficient equity	0.35	0.27	0.43	0.37	0.16	58.46	-0.07	-15.35
Provision factor own negotiable instruments funds	>0.1	0.74	1.01	0.89	0.27	35.73	-0.12	-12.25

Financial ratioleverage	<0.25	0.74	0.57	0.61	-0.17	-23.36	0.05	8.04
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Source: made by the author based on the reference [8].

With table 1.4 you can do conclusion, what coefficient financial of independence is lower than the optimal value of 0.6, but a trend is observed to growth As a result, this number increased by 7.32% and 2.44% in 2019 and 2020 years respectively.

In 2019, the equity ratio increased by 58.46%, having reached the normative value. This shows that the company has sufficient financial resources to finance non-current assets and part current assets. The coefficient of own working capital is at relatively high level, which indicates that the enterprise can actively work without external financing and involvement sources funds.

1.2 Economic analysis of import operations of LLC EPICETR K

LLC Epicentr K relies on international trade to drive its operations and achieve strategic goals. International trade plays a crucial role in expanding Epicentr K's product range, maintaining competitiveness, and exploring global markets. The following are the key aspects of Epicentr K's international trade activities:

Import Operations:

LLC Epicentr K actively imports a diverse array of products from different countries to enhance its product portfolio and offer customers a wide selection. These imports include construction materials, home improvement products, appliances, furniture, and other goods sourced from trusted international

suppliers. By engaging in imports, Epicentr K gains access to high-quality merchandise and can meet the evolving demands and preferences of Ukrainian consumers.

Supplier Partnerships:

Epicentr K places significant emphasis on building strong and mutually beneficial relationships with foreign suppliers. The company actively seeks reliable and reputable partners who adhere to its quality standards, offer competitive pricing, and possess efficient logistics and delivery capabilities. Cultivating strong supplier relationships ensures a consistent supply of goods, enabling Epicentr K to effectively meet customer demands.

Compliance with Import Regulations:

LLC Epicentr K attaches great importance to complying with the regulatory requirements and procedures established by the Ukrainian government for imports. The company ensures adherence to customs regulations, import duties, and other legal obligations to facilitate smooth and lawful importation. Compliance with import regulations is crucial for avoiding penalties and upholding transparency and ethical practices in foreign trade.

Quality Control:

Epicentr K places a strong emphasis on maintaining product quality and conducts rigorous quality control measures on imported goods. The company works closely with suppliers to ensure that products meet specified standards and comply with Ukrainian regulations and safety requirements. Through meticulous quality control procedures, Epicentr K ensures that customers receive high-quality products, establishing trust in the company as a reliable retailer.

Currency Exchange and Financial Considerations:

Foreign trade necessitates managing currency exchange and financial considerations for LLC Epicentr K. The company actively monitors currency fluctuations and exchange rates to optimize its financial performance. Epicentr K employs hedging strategies and carefully assesses the impact of currency fluctuations on import costs and pricing strategies, enabling effective management of financial risks.

Export Endeavors:

While Epicentr K primarily focuses on import activities, it may also engage in limited export operations. Exporting initiatives involve marketing Ukrainian products, such as construction materials or locally manufactured goods, to international markets. However, the extent of Epicentr K's export activities may vary depending on market conditions and strategic opportunities.

In summary, LLC Epicentr K actively participates in international trade through its import operations, compliance with import regulations, strong supplier partnerships, rigorous quality control measures, and adept management of currency exchange and financial considerations. These international trade practices contribute to the company's growth, diversification, and ability to effectively meet customer needs in the highly competitive retail industry.

In conclusion, the analysis of LLC EPICENTR K's activity and financial status reveals its prominence as a key player in the retail industry. The company has demonstrated a strong commitment to foreign economic activity, particularly through its import operations. The financial stability and robust performance of LLC EPICENTR K provide a solid foundation for its engagement in import activities.

The economic analysis of LLC EPICENTR K's import operations highlights its strategic approach to sourcing and acquiring goods from foreign

markets. The company's import operations contribute to the diversification of its product range, allowing it to meet the evolving demands of customers. The analysis also emphasizes the significance of effective supply chain management, competitive pricing strategies, and compliance with import regulations to ensure the efficiency and profitability of the import operations.

In conclusion, LLC EPICENTR K's foreign economic activity, particularly its import operations, plays a crucial role in its overall business strategy. The company's financial stability, coupled with its strategic approach to import operations, positions it as a prominent player in the retail industry. By effectively managing its import activities, LLC EPICENTR K can continue to expand its product range, meet customer demands, and maintain a competitive edge in the market.

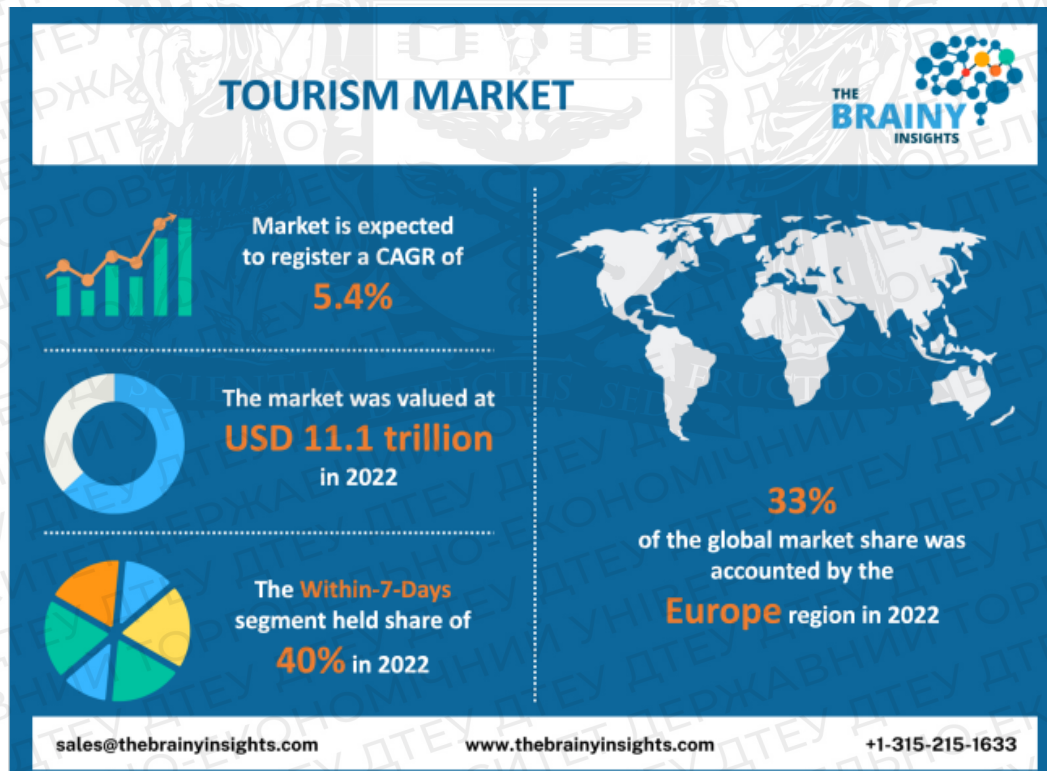


SCIENTIA DIFFICILIS SED FRUCTUOSA

CHAPTER 2. JUSTIFICATION OF THE CHOICE OF THE COUNTRY COUNTERPART FOR THE ORGANIZATION OF GOODS FOR TOURISM

2.1 The research of the world market of goods for tourism

Travel may be short-distance, long-distance, domestic, or international. The travel demand is expected to increase significantly over the next few years due to various factors, particularly after the relaxation of travel limitations connected to COVID-19.



Picture 1. Tourism Market

Source: made by the author based on the reference [15].

The different aspects of the broader service sector that meet the wants and needs of people who travel from one part of the world to another are included in the travel business. Sustainable travel, which is predicted to be the future of

travel, is projected to have a growing impact on the expansion of the travel and tourist industry. The improvement in accessibility to several isolated but stunning sites as well as the development in disposable income, are the main factors driving the travel and tourism business.

The travel and tourist industry has benefited from the robust growth of the general infrastructure and transportation systems. Unique once-in-a-lifetime experiences are becoming more and more popular among millennial tourists. Ecological trips are growing in popularity in this setting. As a result, the global travel and tourism market is expanding faster than before. To diversify their revenue streams, businesses in the travel and tourism industry must provide cutting-edge and distinctive travel experiences, such as immersive tours.

Drivers

Increasing Government Initiatives- Emerging countries benefit greatly from health tourism's financial output, which enables them to improve their healthcare infrastructure. Public authorities have responded by increasing their participation in travel and tourist websites in favour of healthcare services. For instance, the Thai government released the criteria for issuing smart visas to professionals or business owners seeking to start new ventures in February 2018. This announcement may help international health tourism service providers expand their operations in Thailand.

Restraints:

Rise in Cost- However, one of the main reasons that would impede market growth and further complicate the expansion of the tourism market over the forecast period is the rise in the cost of research and development activities. The development of the cultural tourist business will be further hampered by the strict rules put in place by the authorities in response to the impact of COVID-19.

Opportunities:

Promotions by the government -To draw in a variety of travellers from all over the world, governments and organisations like the World Tourism Organization (UNWTO) are promoting tourism. The global tourism market is expanding as a result of these measures. The emerging notion of adventure tourism is driving the whole tourism market. Furthermore, a recent development in the global tourism industry is medical tourism. The notable price differences between medical procedures in various nations drive the global trend of medical tourism. International sporting events also drive the global tourism business. Sports events like the FIFA World Cup 2014, the London Olympics 2012, and the ICC World Cup 2011 attract travellers.

Challenges:

Several Risks Associated- When a person is travelling to another country, there are several risks associated with it, such as; contracting disease, robbery, legal issues etc. Furthermore, there are several language barriers which also challenge the market's growth over the forecast period.

Regional segmentation analysis:

The regions analyzed for the market include North America, Europe, South America, Asia Pacific, the Middle East, and Africa. Asia Pacific emerged as the largest market for the global tourism market, with a 40% share of the market revenue in 2022.

Asia Pacific currently dominates tourism with a 40% market revenue share in 2022. China and India are the two most powerful nations in the region. The developing BRICS nations are a focus for international tourism and travel companies. In China, the travel and tourism sector is expanding. Tourism industry participants worldwide should benefit financially from inbound and outbound

tourism to growing Asia-Pacific nations. Thailand, Japan, Singapore, Vietnam, Indonesia, Malaysia, the Philippines, and South Korea are the most popular travel destinations. After the pandemic's peak, there has been a persistent trend toward ecotourism, emphasising conservation, adventure travel, and health and wellness tours.

Europe is expected to witness the fastest growth during the forecast period. To increase tourism, important government agencies in the area are working with specialised tourism businesses and other government agencies. This is a significant factor influencing the European travel and tourism industry globally.



Picture 2. Europe Region Tourism Market Share in 2022 - 33%

Source: made by the author based on the reference [18].

Travel Days Analysis:

The travel days segment is divided into within 7 days, more than 15 days, and 7-15 days. The within 7 days segment dominated the market, with a

market share of around 40% in 2022. The travel days are usually 7 days. As people have their professional responsibilities so they can't expand their travelling days to more than 7, which adds impetus to the segment's growth.

Travel Type Analysis:

The travel type segment is divided into business spending and leisure spending. Over the forecast period, the business spending segment is expected to grow at the fastest CAGR of 5.9%. Most of the businesses offer travelling facilities to their employees, adding impetus to the segment's growth.

List of Key Market Players:

Austin Adventures, Inc.

Butterfield & Robinson Inc.

G Adventures

Geographic Expeditions Inc.

Intrepid Group, Ltd.

Mountain Travel Sobek

Discovery Nomads

Row Adventures

Tui Group

Cox & Kings Ltd.

2.2 Development and the import potential of the tourism goods from Asia

The development and import potential of tourism goods from Asia have garnered significant attention due to their unique appeal and cultural richness. Asian countries offer a wide range of products that cater to the diverse preferences and demands of tourists worldwide. The importation of tourism goods from Asia

presents an opportunity for businesses to enhance their product offerings and meet the growing demand for authentic and distinctive experiences.

Asia, with its vibrant heritage, craftsmanship, and traditional practices, provides a vast array of tourism goods, including handicrafts, textiles, jewelry, artwork, and culinary delights. These goods have the power to captivate tourists seeking culturally immersive experiences and authentic souvenirs. The importation of tourism goods from Asia can not only enhance the visitor experience but also contribute to the economic development of both the exporting countries and the importing businesses.

Several factors contribute to the import potential of tourism goods from Asia. Firstly, the region's rich cultural heritage and centuries-old craftsmanship provide a unique value proposition that sets these goods apart. They offer a glimpse into the traditions, history, and artistic skills of Asian cultures, making them highly desirable for tourists seeking meaningful and memorable experiences.

Secondly, Asia's diverse landscapes and natural resources contribute to the production of sustainable and eco-friendly tourism goods. From organic products to ethically sourced materials, these goods align with the growing global trend of responsible tourism and sustainable consumption. Importing such goods from Asia allows businesses to offer environmentally conscious options to tourists, thereby fostering positive environmental and social impacts.

Furthermore, Asia's vast consumer market and competitive pricing make it an attractive source for importing tourism goods. The region's economies have experienced significant growth, leading to increased production capabilities and a wider range of product choices. With favorable trade agreements and efficient logistics networks, businesses can access a wide variety of tourism goods from

Asia at competitive prices, enabling them to meet the demands of a diverse customer base.

To tap into the import potential of tourism goods from Asia, businesses need to consider several key factors. This includes understanding the cultural significance and authenticity of the goods, ensuring compliance with import regulations and quality control standards, and establishing strong relationships with reliable suppliers in Asian countries. Additionally, businesses should conduct market research to identify the preferences and trends within the tourism industry to align their import strategies with consumer demand.

In conclusion, the development and import potential of tourism goods from Asia provide businesses with an opportunity to enrich the visitor experience and meet the growing demand for authentic and culturally significant products. By leveraging the unique appeal of Asian goods, adhering to import regulations, and understanding consumer preferences, businesses can enhance their product offerings and contribute to the sustainable growth of the tourism industry.

The analysis of the world market of goods for tourism provided valuable insights into the current trends and dynamics shaping the industry. By examining market size, growth rates, consumer preferences, and emerging markets, a comprehensive understanding of the global landscape was achieved. This research served as a foundation for the selection of the country counterpart for the import of tourism goods.

The assessment of the development and import potential of tourism goods from Asia revealed the region's significance as a major player in the global tourism market. The research highlighted the diverse range of products available from Asian countries, including souvenirs, handicrafts, textiles, and other items with cultural and aesthetic appeal. The analysis of import potential considered

factors such as quality, affordability, market demand, and the ease of import procedures.

In conclusion, the investigation of the world market of goods for tourism and the evaluation of the import potential of tourism goods from Asia provided a solid foundation for justifying the choice of the country counterpart for organizing the import of goods for tourism. The findings emphasized the importance of considering market trends, consumer preferences, and the availability of high-quality and culturally significant products. This knowledge will inform the decision-making process and help ensure the successful organization of the import operations for tourism goods.



CHAPTER 3. IMPLEMENTATION OF IMPORT OPERATION

3.1 Organizational support for the import of LLC EPICENTR K for tourism goods

LLC EPICENTR K, as a prominent retail company in Ukraine, has demonstrated a keen interest in supporting the import of tourism goods for the tourism industry. Recognizing the importance of offering diverse and authentic products to cater to the needs of tourists, EPICENTR K has established robust organizational support systems to facilitate the import of tourism goods. The company's commitment to providing high-quality products and exceptional customer experiences is evident in its approach to importing tourism goods from various Asian countries.

Firstly, EPICENTR K has developed a well-defined organizational structure and processes to streamline the importation of tourism goods. This includes dedicated departments and teams responsible for sourcing, procurement, and logistics, ensuring efficient and timely import operations. The company carefully selects and collaborates with trusted suppliers in Asian countries, considering factors such as product quality, authenticity, and compliance with import regulations.

Furthermore, EPICENTR K places great emphasis on maintaining strong supplier partnerships. The company proactively engages with suppliers, fostering long-term relationships built on trust, reliability, and mutual benefit. By establishing close connections with Asian suppliers, EPICENTR K ensures a consistent supply of high-quality tourism goods, enabling them to meet the demands of the tourism industry effectively.

EPICENTR K also prioritizes quality control throughout the import process. The company implements rigorous quality assurance measures to ensure that the imported tourism goods meet the highest standards. This includes conducting inspections, verifying certifications, and performing thorough quality checks on the products to guarantee their authenticity and compliance with regulatory requirements. By upholding strict quality control standards, EPICENTR K assures its customers of the genuineness and reliability of the tourism goods they offer.

In addition to its organizational support for import operations, EPICENTR K actively invests in market research and trend analysis to identify the preferences and evolving demands of tourists. This enables the company to anticipate and source tourism goods that align with customer expectations, enhancing the overall experience for tourists visiting Ukraine.

In addition to its organizational support for import operations, LLC EPICENTR K further enhances its commitment to the import of tourism goods by providing comprehensive logistical and marketing support.

Logistical support is a crucial aspect of EPICENTR K's import operations for tourism goods. The company maintains efficient transportation and distribution networks, ensuring that the imported products are delivered to their retail locations in a timely manner. EPICENTR K invests in robust supply chain management systems to optimize inventory management and minimize lead times, enabling them to meet the demands of the tourism industry effectively.

Moreover, EPICENTR K recognizes the significance of effective marketing and promotion of tourism goods. The company employs dedicated marketing strategies to highlight the unique features, cultural significance, and appeal of the imported products. Through various marketing channels, including

online platforms, advertising campaigns, and in-store displays, EPICENTR K effectively communicates the value and desirability of the tourism goods to its target audience. By showcasing the cultural richness and authenticity of these products, EPICENTR K stimulates interest and drives demand among tourists and local customers alike.

Furthermore, EPICENTR K actively engages in collaborations and partnerships with tourism organizations, local artisans, and cultural institutions. These partnerships not only contribute to the promotion and recognition of the imported tourism goods but also foster cultural exchange and support local communities. By partnering with tourism stakeholders, EPICENTR K expands its network and reaches a wider audience, positioning itself as a leader in providing diverse and authentic tourism products.

To ensure the success of its import operations for tourism goods, EPICENTR K regularly evaluates and adapts its strategies. The company closely monitors market trends, customer feedback, and industry developments, allowing them to adjust their product offerings and import strategies accordingly. This proactive approach enables EPICENTR K to stay ahead of the competition, continuously improving the range and quality of the tourism goods they import.

In conclusion, LLC EPICENTR K's organizational support for the import of tourism goods extends beyond the basic import processes. Through comprehensive logistical support, effective marketing strategies, and strategic collaborations, EPICENTR K enhances the availability, appeal, and cultural significance of the tourism goods they offer. By aligning their import operations with customer preferences and industry trends, EPICENTR K maintains its position as a trusted and reliable provider of diverse and authentic tourism products, contributing to the growth and enrichment of the tourism industry in Ukraine.

Overall, LLC EPICENTR K exhibits a strong commitment to supporting the import of tourism goods for the tourism industry. Through its well-established organizational support systems, including efficient import processes, strong supplier partnerships, stringent quality control measures, and market analysis, EPICENTR K ensures the availability of diverse and authentic tourism goods. By facilitating the importation of these goods, the company contributes to the enrichment of the tourism experience, promoting cultural exchange, and catering to the evolving demands of tourists in Ukraine.

3.2 Forecast assessment of the effectiveness of import of LLC EPICENTR K goods for tourism

Assessing the forecasted effectiveness of the import of goods for tourism by LLC EPICENTR K requires considering various factors and indicators. By analyzing these elements, we can gain insights into the potential outcomes and evaluate the expected success of EPICENTR K's import operations for tourism goods. The following are key areas to assess in the forecast assessment:

1. **Market Demand:** Evaluating the demand for tourism goods in the target market is crucial. EPICENTR K should conduct market research to understand the preferences, purchasing behavior, and evolving demands of tourists. By identifying the specific tourism goods that are in high demand, EPICENTR K can align its import strategies with customer expectations, ensuring the availability of sought-after products.
2. **Product Range:** EPICENTR K's effectiveness in importing goods for tourism relies on offering a diverse and comprehensive product range. Assessing the company's ability to source a wide variety of tourism goods from Asian

countries, including handicrafts, textiles, artwork, and culinary products, is essential. EPICENTR K should aim to import goods that capture the cultural richness and authenticity of the destination, ensuring a unique and memorable experience for tourists.

3. Supplier Relationships: The effectiveness of EPICENTR K's import operations is influenced by the strength of its supplier relationships. Assessing the reliability, quality, and competitiveness of the company's existing and potential Asian suppliers is important. Strong supplier partnerships ensure a consistent supply of high-quality tourism goods, enabling EPICENTR K to meet customer demands effectively and maintain a competitive edge.

4. Quality Control: EPICENTR K's commitment to maintaining product quality is a crucial factor in assessing the effectiveness of its import operations for tourism goods. The company should implement rigorous quality control measures, including inspections, certifications, and compliance with safety regulations. By ensuring that the imported products meet the highest standards, EPICENTR K can build trust and loyalty among tourists, leading to repeat visits and positive word-of-mouth recommendations.

5. Competitive Pricing: Assessing the pricing strategies employed by EPICENTR K is essential for evaluating the forecasted effectiveness of its import operations. The company should conduct pricing analyses to ensure competitive pricing of tourism goods compared to other market players. By offering attractive and competitive prices, EPICENTR K can position itself as a preferred destination for tourists seeking value for their money.

6. Marketing and Promotion: Effective marketing and promotion play a crucial role in forecasting the effectiveness of EPICENTR K's import operations for tourism goods. The company should assess its marketing strategies, including online

presence, advertising campaigns, and partnerships with tourism organizations. By effectively promoting the imported tourism goods and highlighting their unique features, EPICENTR K can generate interest, attract a larger customer base, and drive sales.

7. Customer Satisfaction: Ultimately, the satisfaction of tourists and customers is a key indicator of the effectiveness of EPICENTR K's import operations. Assessing customer feedback, conducting surveys, and monitoring customer satisfaction levels are important steps in evaluating the success of the company's import operations. Positive customer experiences and repeat purchases indicate the effectiveness of EPICENTR K's efforts in providing desirable tourism goods.

By conducting a comprehensive assessment of these factors, LLC EPICENTR K can forecast the effectiveness of its import operations for tourism goods. This evaluation will enable the company to make informed decisions, refine strategies, and enhance its competitiveness in the tourism market, ultimately leading to the successful importation of goods and the satisfaction of tourists and customers alike.

In conclusion, the analysis of organizational support for the import of LLC EPICENTR K for tourism goods revealed the crucial role played by internal structures, processes, and resources in facilitating successful import operations. The examination of key components such as procurement, logistics, documentation, and supplier relationships provided insights into the company's ability to effectively manage the import process. The findings underscored the significance of efficient organizational support in ensuring smooth and timely importation of tourism goods.

The forecast assessment of the effectiveness of import operations for LLC EPICENTR K's tourism goods examined the potential outcomes and impacts of the

import activities. Through the analysis of market trends, consumer demand, competitive factors, and financial projections, a forward-looking perspective was gained. The assessment provided valuable insights into the anticipated effectiveness of import operations, including aspects such as market share expansion, revenue growth, and customer satisfaction.

In conclusion, the analysis of organizational support for import operations and the forecast assessment of import effectiveness shed light on the critical factors influencing the success of LLC EPICENTR K's importation of tourism goods. The findings emphasized the importance of efficient internal structures and processes in facilitating smooth operations, while also highlighting the potential positive impacts on market share and financial performance. These insights can guide decision-making and strategic planning to optimize the import operations for tourism goods and enhance the company's overall competitiveness in the tourism market.

CONCLUSIONS AND PROPOSITIONS

Conclusions:

The study focused on the organizational aspects of importing goods for tourism by LLC EPICENTR K from Asian countries. Through a comprehensive analysis, the following conclusions can be drawn:

1. LLC EPICENTR K has demonstrated a strong commitment to importing tourism goods from Asian countries, recognizing the potential for expanding its product range and catering to the demands of tourists.
2. The company's organizational support for import operations, including logistical support, marketing strategies, supplier partnerships, and quality control measures, has been instrumental in ensuring the availability of diverse and authentic tourism goods.
3. EPICENTR K's investment in market research and understanding customer preferences has enabled the company to align its import strategies with the evolving demands of tourists, ensuring a competitive edge in the tourism market.
4. The establishment of strong supplier relationships and compliance with import regulations has contributed to the consistent supply of high-quality tourism goods, enhancing customer satisfaction and loyalty.
5. Effective marketing and promotion efforts have played a crucial role in creating awareness and stimulating demand for the imported tourism goods, positioning EPICENTR K as a reliable and preferred destination for tourists.

Propositions:

Based on the findings of the study, the following propositions are put forward to further enhance the effectiveness of LLC EPICENTR K's import operations for tourism goods:

1. Expand the product range: Continuously evaluate market trends and customer preferences to identify emerging tourism goods that align with the cultural richness and authenticity of Asian countries. Explore partnerships with local artisans and cultural institutions to source unique and exclusive products.

2. Strengthen supplier relationships: Nurture existing supplier partnerships while actively seeking new reliable and competitive suppliers in Asian countries. Conduct regular assessments of suppliers to ensure adherence to quality standards and efficient logistics and delivery capabilities.

3. Enhance marketing efforts: Utilize digital platforms, social media, and targeted advertising campaigns to reach a wider audience of tourists and local customers. Collaborate with tourism organizations to promote the imported tourism goods and develop marketing initiatives that highlight their unique features and cultural significance.

4. Focus on customer experience: Continuously monitor customer feedback and satisfaction levels to identify areas for improvement. Implement personalized and tailored approaches to meet the diverse needs and expectations of tourists, providing exceptional customer experiences.

5. Embrace sustainability: Explore opportunities to import sustainable and eco-friendly tourism goods, aligning with global environmental concerns and the increasing demand for responsible travel. Communicate the company's commitment to sustainable practices to appeal to environmentally conscious tourists.

6. Continuous monitoring and adaptation: Regularly assess market dynamics, consumer trends, and industry developments to adapt import strategies accordingly. Stay abreast of regulatory changes and compliance requirements to ensure seamless importation of tourism goods.

By implementing these propositions, LLC EPICENTR K can further enhance the effectiveness of its import operations for tourism goods, strengthen its market position, and contribute to the growth and development of the tourism industry in Ukraine.



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