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SHOPPING TOURISM

Shopping tourism is a type of tourism, the main purpose of which is to make purchases during a tourist trip.

Many tourists update their wardrobe abroad, and the most active of them go not just to travel, but to shopping tours. Most tours are organized to industrial and commercial regions of countries such as Turkey, Italy, France and Greece. Their cheapness is quite understandable: part of the costs are borne by shopping centers (factories, warehouses), interested in the influx of buyers.

There are shopping tours with obligations and without them. In the first case, a person gives a receipt that you will spend a certain sum on purchases, this promise is often asked to support a cash deposit in the amount of the full cost of the tour - in case you for some reason do not make the cost. Non-commitment tours are usually a bit more expensive, but no one controls the amount of money a person leaves in malls [2].

The price of the tour usually includes: flight, transfers, insurance and accommodation in a cheap hotel, trips to shopping malls, warehouses and factories accompanied by a guide who helps to make purchases. If there are a large number of shoppers, travel agencies send them on charter flights.

Shop tours differ in the distance: inner and abroad. Inner mainly are to Turkey and Poland, less often the Czech Republic. Under the far China, as well as most capitals of European countries - London, Paris, Berlin, Rome, Milan, etc.

The most profitable purchases are those made in duty-free stores located in the Middle and Far East. Especially popular is the Dubai store, which attracts tourists from all over the world for shopping. They buy goods in large quantities so that it is sometimes difficult to buy duty-free goods before day flights. Passengers of night flights have nothing to worry about - at the airport in Dubai duty-free works around the clock, and before departure you can safely go shopping.

European duty-free shops are considered quite expensive. Among them, the largest and most authoritative is located at Heathrow Airport. From year to year, London's duty-free, despite the relative high cost, leads the independent ratings, compiled on the basis of sales. The most unusual duty-free store is in Egypt. In this Muslim country, the trade in alcohol is prohibited, but for foreign tourists made an exception, however, if a citizen crossing the border bought something alcohol, then in his passport is a special mark, and "coincide" will not work [3].

In European countries there are whole trading villages or outlet villages. It sells a variety of quality goods, from studs to chic dresses. Prices in shopping villages are lower than in shops, sometimes up to 70%. "Trading villages" are very popular both among Europeans and shopping tourists for the quality of goods, a wide range and unprecedented discounts.

In Italy, France, Great Britain, Germany and other countries there are regular sales, in fact, during the sales at low prices are sold not only clothes, shoes, but also other groups of goods, which leads to high demand from consumers. In some European

countries (for example, in Italy, France) the period of sales is strictly regulated by law, legislators require discounts and promotions on a certain day [1].

For those tourists who cannot imagine traveling around the world without shopping, Tripadvisor has selected ten cities around the world that are ideal for this purpose. The rating of the world's largest online tourist information service is based on the reviews of real travelers, the list includes:

1. Las Vegas, USA.
2. Paris, France.
3. New York, USA.
4. Milan, Italy.
5. Miami, FORCE.
6. Beverly Hills, FORCE.
7. Dallas, USA.
8. London, Great Britain.
9. Barcelona, Spain.
10. Tokyo, Japan [2].

Shop tourists bring a significant increase in the budget of these countries. Thus, in Turkey, "shuttles" annually purchase goods worth 8-10 billion dollars. The government of the country fully supports shop tourism. The adviser to the Turkish Minister of Tourism on press relations said that tourists who bought low-quality goods, have the right within 15 days to demand its exchange, refund or gratuitous elimination of defects. In the case of purchase of goods with a hidden defect, the consumer has the right to make a claim to the seller within two years [3].

Having studied this topic, we can conclude that shopping tourism is really a very promising and popular branch of tourism, because in modern society there is an interest in unusual types of tourism.

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