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## **THE INFLUENCE OF SOCIO-CULTURAL FACTORS ON THE STRATEGY TO PROMOTE TOURISM OPERATOR**

PEST-analysis of factors is very important to the development strategy of the company working in the tourism market. The purpose of this analysis to identify the factors that affect or may affect the entity's position in the market, and are a threat to those that creates opportunities.

The studies analyzed the socio-cultural factors. This group of factors has a significant impact on the development of the tourism industry. Increased intensity of labor, the increase of stress in the workplace, in the home contributes to the accumulation of fatigue in the human physical and psychological problems, leading to reduced life and labor, which in turn leads to a desire to temporarily flee their homes, change their familiar surroundings. The study of these factors showed that tourism may well exists and grow in the presence of at least two components: the free time and sufficient funds for his organization. In this case, the success of the tourism market in qualitative or in quantitative terms, are important enough to the following components: the availability of paid leave of employees, the proportion and volume of business travelers, as well as those of retirement age.

Analysis of the socio-cultural factors showed that the main influencing market environment tourism: improving living standards and a corresponding increase in tourist activity. Holidaying abroad has become common trend. The gradual increase in the number of employees, greater income for each member of the family, is increasing the duration of paid leave and flexible working hours gradually expanding tourist market segments such as travel for leisure during the holiday season, visiting theme parks and cultural activities, the implementation of business travelers, short travel and weekend itinerary, etc. Rising levels of education increases the human craving for knowledge and interest in other cultures is the desire to travel and gain new experiences. There is a growing interest in the cognitive and excursion tourism. The demographic structure of the population of Ukraine and the analysis of the age groups that travel more, once again confirm that Ukraine is the most active part of the population from 20 to 50 years.

Thus, the main socio-cultural factors that determine the opportunities and threats for the development of tourism are: the demography of the population trends in lifestyle, quality of life and well-being, behavior of consumers.