

destinations. Such a phenomenon is called “doom tourism” or “last-chance tourism”. This term essentially refers to visiting locations around the world that are in danger of either not existing in the future, or will become degraded over time.

Australia is well known as one of the world’s most unique landscapes. The world famous examples are the Great Barrier Reef, Kakadu National Park, Shark Bay, etc. Unfortunately, all of these magnificent attractions have become endangered by fires and flooding.

The forest fires of the 2019–2020 season became the most destructive in the entire history of observations. Since September 2019, 24 people have died in Australia, 6 are listed as missing. Estimates of dead animals vary from 400 million to 1.25 billion individuals, and these are only mammals, birds and reptiles. In February 2020, a large amount of rain quickly put out all the fires. The rains did not stop for 13 days and began to flood the continent.

Due to the fact that many natural attractions became endangered, tourists have begun to pay more attention to them.

Obviously, there are exponential examples of the destructive impact of doom tourism yet the last chance tourism also has its advantages. The increase in tourist flows allows to draw attention to the environmental problems in Australia. Besides, money earned from tourists’ interest goes to restore the microflora and the ecology.

The Australian government expects foreign visitors to help restore the country’s undermined economy since in 2018 Australia earned 47 327 000 000\$ on tourism. There is a clear danger of disappearing of the unique places of natural beauty in Australia. But, according to some researches, reasonable increase of the tourists’ interest to the country’s natural heritage could really save one of the most beautiful and valuable corners of our planet.

The Government of Australia is focused on increasing the tourist flow, especially through the idea of doom tourism. Trying to use their last chance to see the endangered parts of Australia, people wouldn’t harm the environment. The government even introduces preferential rates for travel to Australia, and also strongly supports volunteers and caring people.

Currently, travel is significantly complicated by the global epidemiological situation, but the government is taking all necessary measures to ensure that the once prosperous Australian tourism again takes its place in the top.

Without doubt there is a lot to see, preserve and protect in Australia. Doom tourism aims to save and draw attention to Australia’s environmental and economic issues. And it is evident that doom tourism brings more creation than destruction in itself.

А. Ефименко

INBOUND TOURISM IN CANADA: THE OPEN-CLOSED BORDER

The tourism industry is one of the largest in the world, it is also a dominant industry in Canada, where the contribution of tourism to the gross domestic product (GDP) totaled 35,37 billion Canadian dollars.

Inbound travel to Canada is growing annually, but they still fall behind other countries in their annual growth. Access issues present a barrier to entry and impact Canada's competitiveness on the world stage. International travelers face too many hurdles before even setting foot in Canada for business, travel, or short-term study.

Unfortunately, ways to travel to Canada differ for each group of countries. Some of them are eligible to cross the border just having a passport, others need to have a passport and an ETA to travel to Canada and some are not eligible at all. Still, Canada has the world's most restrictive visa requirements of entering the country.

Canada maintains its open-door reputation because it has generally been very selective about whom it allows to approach the door in the first place.

How to solve the issue, these main options can help:

One is that there are progressing programs that allow us to visit Canada with no Electronic Travel Authorization (ETA) or Permanent Resident Travel Document (PRTD). For example, student's visa, work visa, business visa and so on. There can be included some more ones, like an alternative to "Work and Travel" program in America.

Secondly, the visa application process should be eased to engage low-risk countries under the ETA program for temporary visas. The most widespread issue that people from visa-required countries face is that nobody can say yes or no. It depends on the personal profile of the traveler.

Thirdly, there should be provided some support that helps people to move freely across the border and through airports with expanded pre-clearance and adequate Canadian Air Transport Security Authority (CATSA) investments.

And finally, there should be made an investment in skills/capacity building and employment bridging programs by prioritizing the tourism sector in ESDC and IRCC programming and by promoting tourism career options/training to under-represented labor pools such as Indigenous youth and people with disabilities.

This country thrives well during its long history and today, as well. If they don't want to be interrupted by others, there's nothing we can do. But these solutions will help the country to protect its borders from unexpected immigrants and to get higher ranks in the world for inbound tourism which will nurture its good reputation as a consequence.

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СОСТОЯНИЕ ОРГАНИЗАЦИИ РЕКЛАМНОЙ ДЕЯТЕЛЬНОСТИ ТУРИСТИЧЕСКОЙ КОМПАНИИ И НАПРАВЛЕНИЯ ЕЕ СОВЕРШЕНСТВОВАНИЯ

Данное исследование было проведено в контексте туристического предприятия, поскольку туристический продукт – это одна из самых продаваемых услуг на сегодняшний день.