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TOURIST BUSINESS DEVELOPMENT IN UKRAINE

The purpose of the article is to analyze and substantiate the development of tourism business in Ukraine as a priority component of the national economy. **The methodology** of this study is to use analytical, spatial, geographical, cultural and other methods. This methodological approach provided an opportunity to carry out a complete analysis of the state of the tourism industry of the state and to draw some conclusions. The scientific novelty lies in the coverage of the real and potential resource potential for the development of the recreational and tourism sphere in

Ukraine, detailing the measures for the country 's entry into the world tourist market. Conclusions. Analyzing the state and prospects of tourism business development in Ukraine, it should be noted that this industry is one of the priority areas for improving the economy of the country. Historical, cultural – ethnographic, gastronomic, sanatorium and resort potentials of the country will lead the country into world leaders of the tourism industry when creating favorable conditions for investment and proper marketing.

Key words: *tourism, investments, recreation, marketing, tourist product, sanatorium – resort tourism.*

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Розвиток туристичного бізнесу в Україні

Мета статті полягає в аналізі та обґрунтуванні розвитку туристичного бізнесу в Україні як пріоритетної складової національної економіки. **Методологія** даного дослідження полягає у використанні аналітичного, просторового, географічного, культурного тощо методів. Даний методологічний підхід надав можливість здійснити повний аналіз стану туристичної галузі держави та зробити певні висновки. **Наукова новизна** полягає у висвітленні реального та потенційного ресурсного потенціалу для розвитку рекреаційно-туристичної сфери в Україні, деталізації заходів задля виходу країни на світовий туристичний ринок. **Висновки.** Проаналізувавши стан та перспективи розвитку туристичного бізнесу в Україні, слід зазначити, що дана галузь стає однією із пріоритетних сфер підвищення економіки держави. Історичний, культурно-етнографічний, гастрономічний, санаторно-курортний потенціали країни при створенні сприятливих умов для інвестицій та належному маркетингу виведуть країну в світові лідери туристичної індустрії.

Ключові слова: *туризм, інвестиції, рекреація, маркетинг, туристичний продукт, санаторно-курортний туризм.*

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Развитие туристического бизнеса в Украине

Цель статьи заключается в анализе и обосновании развития туристического бизнеса в Украине как приоритетной составляющей национальной экономики. **Методология** данного исследования заключается в использовании аналитического, пространственного, географического, культурного и т.д. методов. Данный

методологический подход дал возможность осуществить полный анализ туристической отрасли государства и сделать определенные выводы. **Научная новизна** заключается в освещении реального и потенциального ресурсного потенциала для развития рекреационно-туристической сферы в Украине, детализации мероприятий для выхода страны на мировой туристический рынок. **Выводы.** Проанализировав состояние и перспективы развития туристического бизнеса в Украине, следует отметить, что данная отрасль становится одной из приоритетных сфер повышения экономики государства. Исторический, культурно-этнографический, гастрономический, санаторно-курортный потенциалы страны при создании благоприятных условий для инвестиций и надлежащем маркетинге выведут страну в мировые лидеры туристической индустрии.

***Ключевые слова:** туризм, инвестиции, рекреация, маркетинг, туристический продукт, санаторно-курортный туризм.*

Relevance of the research topic. The development of the tourism industry for many countries of the world is a profitable direction for filling the state budget. The tourism industry is one of the most profitable industries in foreign countries. Tourism development contributes to reducing the problem of unemployment, influences consumer demand, etc. The European integration direction of the country's development leads to the modernization of tourist services and the improvement of state regulation of this direction of development. Therefore, the development of the tourism industry in Ukraine needs full attention.

Analysis of research and publications. It should be noted that the issues regarding the effectiveness of tourism development in Ukraine do not lose their relevance. Scientists such as: L. Antoshkina, I. Dubovich, M. Chapskaya, I. Gortenko, V. Gulyaev, V. Kifyak, V. Kutsenko, N. Kabushkin, Y. Lebedinsky, V. Evdokimenko, O. Ignatenko, O. Sarapina, G. Sklar, V. Pazenok, V. Fedorchenko, M. Chapska, V. Shkarupa and others. The aim is to study the state and prospects of tourism business development in Ukraine.

Presenting main material. The tourism industry in Ukraine is gaining momentum. The tourism business is becoming one of the leading and profitable areas of social and economic development. The economy of the tourism business is a set of social relations that arise in the implementation of tourist activity, namely in the production, distribution, exchange and consumption of tourist services (tourist product). The tourism business economy is an integral part of the national economic complex as a catalyst for economic growth [7]. Travel firms, estate owners, etc., as business entities, by operating activities, earn a profit that characterizes this area as a business. Therefore, the commercial orientation of tourist companies, the development of marketing activities to attract and serve tourists, planning and preparation of tours, routes, construction of hotel complexes, promotes effective cooperation, development of the tourism industry of the state. The tourist development of the regions of Ukraine allows to improve the directions of effective sanatorium – resort and active rest, gastronomic and entertaining tourist business. Ukraine is potentially attractive for tourism development. The tourist development of the regions of Ukraine allows to improve the directions of effective

sanatorium – resort and active rest, gastronomic and entertaining tourist business. Ukraine is potentially attractive for tourism development. The tourist potential of the state is historical heritage, cultural – ethnographic factors, gastronomic colors, geographical factors and more. The tourism industry will be effective for the national economy of the state. Ukraine's European integration reforms require further improvement of the tourism industry for the sake of attractiveness to foreign tourists, including. Scientific research is aimed at determining the advantages and disadvantages of the development of this field. The role of the state is to improve the mechanisms of regulation of tourism activities, since not only travel agencies but other spheres are involved in this process.

The main factors that negatively influence the development of the tourist business are the political situation in the country, insufficiently regulated regional development, underdevelopment of tourist marketers about information activities about Ukraine abroad, imperfection of the tax system, imperfection of the hotel and restaurant sphere and inconsistency with world standards, etc.

As a component of the economic mechanism, the tourism business creates tourism services, forms a tourism product and implements it, actively using marketing communications; has its own industry of manufacturing and providing services to tourists; shapes the market for tourist services at different levels of complexity; works as a multiplier of growth of national income, gross domestic product, employment of the population; promotes the development of local infrastructure and the improvement of the standard of living of the population; represents an area where job creation is cheap and high levels of efficiency and rapid return on investment are achieved; is rather effective means of environmental protection and historical and cultural heritage of the country, which is the material basis of the tourism resource potential, which forms a specific sphere of activity; interacts with virtually all industries and activities; has advantages in the integration and globalization processes taking place in the world [1].

Ukraine, having an unmatched heritage for tourism, should take a prominent place among the world's tourist countries.

Therefore, in the globalization of tourism, Ukraine must make this industry one of the most promising and innovative sectors of the economy. The state, for its part, should promote the development of the tourism industry and compliance with the quality of services provided. The integration process will, therefore, consist in the implementation of European norms and standards in education and tourism and the dissemination of cultural, scientific achievements.

In order to attract investments in the tourism industry, it is necessary, first of all, to introduce a number of socio-economic reforms that will improve the investment climate of the country. There is also no aside the marketing policy for bringing tourist services to the world market and determining the target markets for authentic Ukrainian tourist offers. An equally important factor in foreign investment attractiveness is the improved tax system of Ukraine. Some developed countries have introduced, for example, reduced VAT rates for the

tourism business. Such a change in the tax legislation will not lead to a loss for the budget, but to its filling due to attracting investors' funds [3].

In order to create a profitable tourism industry that will meet the needs of domestic and international tourism of Ukraine, using historical, natural, cultural, ethnographic and recreational potential requires democratic development, political stability and identifying promising areas of economic development.

But in the presence of huge tourist potential, there are some underdevelopments. For example, the Ukrainian motorways need improvement. Marketing activities aimed at global markets are underdeveloped. That is, in order to attract a foreign tourist there is not enough information about the variety of places of rest in Ukraine. For the effective development of the tourism industry in Ukraine, it is necessary, first of all, to create effective marketing promotion of the country, taking into account geographical, cultural, historical heritage, gastronomic preferences and national traditions. Such a tourist product, properly presented to the target consumer, will become the factor that will lead the tourism industry of Ukraine into the world leaders. For example, in Transcarpathia this unforgettable and authentic component of tourism is even greater than in Hungary and other European countries, but these features are not properly presented to the international tourism community.

The efficiency of tourism market development, like any other, is based on the demand and supply of the product being distributed. The tourism industry is a network of cruise, excursion, mountain – ski and other tourist services, which in the process of promotion acquire the status of a tourist product and, through the involvement of the distribution system, are brought to the consumer.

When carrying out research of the tourist market of Ukraine, it should be noted that our state has limitless potential for effective development of business activity in this area. First of all, it is the Ukrainian national diversity of climate, history, customs and traditions and no less important is the geographical location. Equally important is the presence of sanatorium and resort areas, which in providing quality services will provide a wide flow of targeted tourists. The political situation in the country characterizes the Ukrainians as a strong and strong-willed nation that also shows interest.

The development of tourism business in the country will provide an opportunity to reduce the unemployment rate and partially stop foreign employment. However, any business process requires legal protection from the state. Therefore, the role of the state in the attractive and profitable development of the tourism industry, which is positive for the national economy, must be weighed and regulated. A competitive tourism product can conquer Ukrainian and world markets by attracting investment; effective marketing policy towards Ukraine as a tourist country and so on.

In order to make the Ukrainian market attractive to a foreign tourist, the country must not only concentrate its financial resources in the tourism industry, but also apply its leverage in the world market

to promote Ukraine as a tourist. Given that the tourism industry is one of the world's leading countries, Ukraine, in the face of fierce competition, can offer truly competitive tourism services. On March 16, 2017, the Government of Ukraine approved the Tourism and Resort Development Strategy for the period up to 2026 [11]. The purpose of such a decree was to create favorable conditions for the rapid development of the tourism industry and the colorful resorts that would bring the country into an attractive world market. Implementation of the State Strategy should be carried out taking into account the following areas:

- ensuring the safety of tourists and protecting their legal rights and interests; implementation of EU legislation in the field of tourism;
- ensuring the integrated development of the territories, in particular creating favorable conditions for attracting investments in the development of tourist infrastructure;
- improving the system of professional training of tourism professionals; -formation and promotion of a positive image of Ukraine as an attractive country for tourism [8].

These directions will be developed through financing from local budgets and the state, and the amount of financing will depend on the real opportunities, desires and actions.

Conclusions. Analyzing the state and prospects of tourism business development in Ukraine, it should be noted that this industry is one of the priority areas for improving the state's economy. Historical, cultural – ethnographic, gastronomic, sanatorium and resort potentials of the country will lead the country into world leaders of the tourism industry when creating favorable conditions for investment and proper marketing.

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