

СЕКЦІЯ 1. СТРАТЕГІЧНІ НАПРЯМКИ РОЗВИТКУ РЕГІОНАЛЬНОГО ТУРИЗМУ

STRATEGY OF TOURISM INDUSTRY DEVELOPMENT IN UKRAINE

Bielova O.I.,

*PhD (in Economics), Associate professor at Marketing and Behavioral Economics department,
«KROK» University, Kyiv, Ukraine,
e-mail.: bielovaoi@krok.edu.ua
ORCID: <https://orcid.org/0000-0001-9359-6947>*

Tourism in Ukraine today is the main sector of the economy, and its development should ensure the dynamism and openness of the domestic economy, as well as emphasize the European integration course of Ukraine. The European Football Championship, which took place in Ukraine and Poland in 2012, marked the beginning of Ukraine's "tourist path" in the global tourism business, but despite this, certain national problems that exist in almost every segment of the Ukrainian tourism business significantly reduce future dynamics of tourism development. Thus, for Ukraine today the priority is to create a strategy for the domestic tourism industry, which in all respects will meet modern EU standards and world standards in general. The main goal of strategic development of tourism in Ukraine is to create a dynamic and able to compete in foreign markets tourism product. To do this, it is necessary to ensure the dynamic and comprehensive development of tourist centers, taking into account the socio-economic interests of the population. No less important is not only the preservation but also the restoration of tourist areas and paying special attention to historical and cultural heritage [3].

The impact of tourism on the socio-economic development of the country as a whole in most developed countries of Europe and the world is through the paradigm of sustainable development. Thus, there is an analysis and dynamic development of employment diversification, environmental protection, etc. All this becomes possible in the formation and implementation of a well-thought-out tourism policy, which is the result of the strategy of tourism business development. The main criteria for assessing the effectiveness of such a strategy are the following elements: protection of cultural and natural resources; historical and cultural heritage; quality of tourist services. The key element that contributes to the creation of an effective strategy for the development of tourism in the country is, in addition to the above, a detailed analysis and consideration of available resources, including labor and material.

Today, among the advantages of Ukraine's economic development is a very strong tourist potential, which, however, is used very inefficiently. But the potential exists. At the same time, according to the ranking of the competitiveness of the tourism industry, compiled by the World Economic Forum, Ukraine ranks 78th in terms of tourist attractiveness of 140 countries (according to 2019) [5]. Of course, compared to previous reports, Ukraine has risen 10 places in the ranking, but these figures are still disappointing for the country's tourism industry, as this rating

assesses not only industry indicators such as cultural heritage or aviation infrastructure, but also the business environment and level of security, which is still at a fairly low level in Ukraine [4].

Thus, we can conclude that unfavorable legislation, legal insecurity of tourists, relatively low level of economic development, political threats are the main reasons for the tourist unattractiveness of the country. Overcoming all these negative factors will require significant investment required for the modernization of tourism infrastructure, elements of which, in building a strategy for the development of the tourism industry, will also be the preservation and reproduction of cultural and natural potential, architectural and historical monuments [3].

The tourism development strategy should be an instrument of both foreign and domestic policy of the state [2]. Substantiation of tourism development strategies should take into account the specifics of development of all tourism business entities without exception. Not only the existing tourist potential of the country should be taken into account, but also the need to comply with the requirements of compliance with the existing strategic development prospects and other economic activities. Thus, the goal of tourism development in Ukraine should be to create a favorable economic, legal and organizational environment to ensure the dynamic development of the tourism industry as a whole [3].

References:

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