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## **THE MAIN PROBLEMS OF TOURISM IN UKRAINE AND THEIR SOLUTIONS**

*Annotation. Description of the tourism industry of Ukraine is presented was considered. The major problems are revealed and solutions to these problems are offered.*

*Анотація. Представлено опис галузі туризму України. Зображено основні проблеми та запропоновано шляхи вирішення цих проблем.*

*Аннотация. Представлено описание отрасли туризма Украины. Изображены основные проблемы и предлагаются пути решения этих проблем.*

*Key words: tourism, infrastructure, information technologies.*

Relevance of the chosen theme is that the tourist sphere encompasses practically all the branches of the economy and social and cultural life. Tourism has become one of the key factors driving the Ukrainian economy. National tourism is gradually becoming the integral part of the world's tourist market.

The object of research in this paper is tourism industry of Ukraine.

The aim of the research is to conduct a complex analysis of the tourism industry problems and the ways of their solutions.

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole [1].

Tourism has extensive affect on economic activity in different parts of Ukraine. Key sectors of the tourism trade are restaurant and accommodation services, while others include amusement parks, ski resorts, programmer services, festivals and other cultural services. Lines of business directly connected to tourism include transport services (transportation of goods and passengers), property and equipment maintenance, the security business, the grocery trade, specialty trade, construction and building development services, IT services, production of foodstuffs, food processing and waste management [2].

Despite all the realities of today, Ukraine which has an advantageous geopolitical position and a cultural, historical, tourism and recreation potential, has not become yet a fully-fledged participant on the international tourist arena.

On the one hand, the current state of tourism in Ukraine is considered a crisis associated with a reduction in the material base of tourism industry and significant non-compliance needs of the population in tourist services. On the other hand, tourism facilities of Ukraine meet the highest international standards; there is a

significant increase in the number of tourist organizations throughout Ukraine [3].

The main problems of tourism industry in Ukraine are following.

1. Great potential of our country is being realized only to a limited extent because the tourist infrastructure has not been developed well enough — we do not have enough modern hotels, tourist bases, camping sites, restaurants and entertainment centers.

2. In recent years, the formation of the Ukrainian National Tourism Product has persisted spontaneously, without widespread support from the state.

3. The current law on tourism does not offer a legal foundation for the activity aimed at providing services in accepting tourists. This encourages the emergence of a powerful "shadow" market of hotel services, which, in turn, damages law-abiding hotels economically.

4. Tourism infrastructure is in need of considerable investments for reconstruction and overhaul. National and regional transportation infrastructures are inadequate and are the main barrier to the development of the tourism sector [4].

To sum up the intense development of Ukrainian tourism as one of the most promising and dynamic spheres of world economy became possible with the formation of market relations in the country. Therefore, promising directions of social and economic designing of tourism activity, in my opinion, should be implemented on the grounds of reconstruction projects for tourist recourses and on the grounds of innovative technologies that will contribute to the advancement of domestic tourism product into world market. In this connection, following national strategies for tourism development acquire a great significance:

1) improvement of legislative background for functioning of plants of tourism industry;

2) formation of favorable investment situation;

3) application of information technologies with the aim to form information tourism field that would provide availability, differentiation and accessibility of information about every possible type of tourist recreation;

4) creation of branched tourism infrastructure [4].

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