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THE ROLE OF THE TOURISM SECTOR IN THE EUROPEAN INTEGRATION PROCESS

At the beginning of the XXI century, the development of the tourism industry has acquired large dimensions. This industry has been generating high profits for countries that develop it. The countries of the European Union are not exception. Today, the tourist market acquires the features of a highly competitive environment in which each country is trying to become the first in promoting a tourist product. It is estimated that the revenues from the tourism industry from year to year are growing in the budgets of countries worldwide. That is why the development of tourism in Ukraine is an important factor in conditions of Eurointegration.

European values and European integration vector of Ukraine are political realities of today. European guidelines have received actual practical implementation in a number of decisions and actions of both the Ukrainian state and authorities of the European Union. Thus, Ukraine faces the tasks of acquiring a new quality of economic growth and implementing structural economic reforms with the aim of increasing the level of competitiveness in European market.

Tourism plays one of the leading roles in the European Community. Recently this sector of economy is rapidly developing and soon it will probably be the most important sector of economy. The development of tourism in recent years has grown rapidly not only in Europe but worldwide. The diversity of these services has been impressive in recent years. The interest in rural tourism, which is a special type of agritourism has increased.

The process of socio-economic unification with the EU member states in Ukraine will be actualized especially after the war. People from all over the world will get interest visiting renovated regions of the country.

Before the russian invasion to Ukraine tourist industry became increasingly important for the economy and social sphere of our country. Tourism development contributes to economic

diversification, encourages inflow of foreign investments, accelerates development of exports, encourages bringing related industries to international activities, helps to create new jobs and employment, contributes to growth of individual incomes and the welfare of the nation.

Today, despite the war and the sufficient level of instability in the socio-economic sphere, the country has chosen strategy of European integration. European integration is the process of social and economic unification of countries based on deep and sustainable relationships as well as distribution of labor between national economies, and interaction of their entities, industrial structures at different levels and in different forms.

It is clear that the integration process in the relevant directions consists of introduction of European norms and standards in education, tourism, dissemination of their cultural, scientific and technical achievements in the EU. As a result such steps will promote Ukraine in the European cultural identity and integration into the European intellectual and educational, scientific and technical environment.

Further development of democracy, political stability, identification of priority directions of economic development, the future accession of Ukraine to the EU - all will ensure the creation highly profitable tourism industry that would meet the needs of domestic and international tourism, considering the natural and climatic, recreational, social, economic, historical and cultural potential of the country, its national characteristics.

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