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PROBLEMS AND PROSPECTS OF DEVELOPMENT OF THE TOURIST SECTOR IN UKRAINE

In modern world tourism acts as an extremely rich in content and in diverse expressions social phenomenon. It significantly affects a person by its functions – her value orientations, processes of self-knowledge and self-improvement.

There are all prerequisites for the development of the tourism industry in Ukraine. The convenient geographical location, favorable climate, varied terrain, a unique combination of natural and recreational resources, cultural heritage, branching of health-resort basis – all these factors predetermine a competitive advantage in Ukraine's offer of the tourist product. The potential of the tourism industry in Ukraine is not fully disclosed at present, which is evidenced by 1.5-2.5% share of the tourism sector in the GDP of the country. The main obstacles hindering the development of the tourism sector in Ukraine today are mainly the factors of administrative, economic, environmental, social and cultural character [1].

Further development of tourist industry is hampered by the following problems [2]:

- indistinct image of Lviv region in the tourist market;
- inconsistency of accommodation with international standards;
- unsatisfactory condition of roads;
- insufficient quantity of short rest seats along the roads;
- unsatisfactory monuments of historical and architectural heritage, which are not to be used for tourist purposes;
- failure of professional staff in the tourism and recreation;
- inadequate legal and regulatory framework in the field of tourism;
- weak interaction between local executive authorities and local governments to ensure the development of tourism and recreation in Lviv region;
- lack of technical, organizational, informational and financial support from the state, stakeholders in tourism to organize receiving tourists in the region;
- inadequate conditions of tourist routes;
- lack of tourist information for both tourists and businesses that provide services in the field of tourism;
- inefficient using of the tourism potential in village areas as a factor of reducing unemployment;
- inefficient activity of the corresponding structures to provide the environmental safety of areas for tourism development.

As stated in the report of the Ministry of Culture and Tourism of Ukraine “Problems and prospects of tourism in Ukraine at present stage”: the tourism industry due to its rich natural, historical, cultural resources and its labour forces may absolutely pretend to dominant position in the national economy. However, further development of tourism is inhibited. In particular, our country uses only one-third of its tourist potential and according to the World Economic Forum in the field of travel and tourism Ukraine ranked only 78th place among the 124 countries. Therefore, this area leaves a great opportunity for searching and active work [1]. Recently in tourism there have been serious positive changes: development of new routes and hotel infrastructure, increase in level of service and boost of attendance of tourist sites.

Tourist and recreational opportunities in Ukraine cause great interest among representatives of the international tourism industry. According to Deputy Prime Minister Alexander Vilkul [3] “Ukraine every year attracts more and more tourists. According to

preliminary information in 2013 our country was visited by over 26 million of visitors. It is almost 1.5 million more than in 2012. In 2012 it was also positive dynamics: + 1.1 million tourists in relation to 2011. This sector of the economy is one of the fastest increasing and perspective in the world and the Government pays special attention to its development”.

According to it, an important element for further development of the tourist potential of our country is the development of transport capabilities, including air transportation, hotel infrastructure, service and popularization of Ukraine in the world.

In 2014, the Ukrainian State Agency of Tourism and Resorts has to complete the construction of the State target program of the development of tourism and resorts up to 2022. The main indicator of program effectiveness is double increase of inbound tourist flow. It is assumed that the number of foreign tourists visiting Ukraine, by 2022 will reach 50 million people a year. The number of jobs in the Ukrainian tourism industry will be increased by 2.5 times and that number will reach 1 million employees [3].

In order to improve the development of tourism industry in Ukraine the following main tasks need to be solved:

- to implement effective mechanisms for financial and economic regulation of the tourism industry;
- identify ways, forms and methods of stimulating development of entrepreneurship in this area;
- create an effective model of investment policy in the field of tourism taking into account the socio-economic interests of the country;
- to improve the organizational structure of the management sector of tourism;
- to ensure the efficient use and restoration of natural, historical and cultural environment;
- to adopt environmental regulations and adopt acceptable standards of development of tourism resources, to develop mechanisms of action and implement into the practice of management.

Taking into account the modern trends of the international tourist activity and also increases of level of risks, an important task is an exposure of the factors of risks and application of effective methods of management risks [4].

Thus, to steer oneself towards normal way of life person necessarily has to rest that is why tourism is the one of the main components of human activity. The development of tourism in Ukraine is affected by many factors, in addition there are some problems that should be solved for the proper functioning of the tourism industry.

So, for real and successful development of tourism in Ukraine the legislation requires substantial improvement, investment climate of the country and individual regions is to be enhanced in order to attract significant investment.

1. *Ministerstvo kultury i turyzmu Ukrainy “Problemy ta perspektyvy rozvytku turyzmu v Ukraini na suchasnomu etapi” [Ministry of Culture and Tourism of Ukraine “Problems and prospects of tourism in Ukraine today”]. [Online]. Available: <http://mincult.kmu.gov.ua/mincult/uk/publish/article/183853;jsessionid=CBACCE6697D400A116E060EE2C513F> [Accessed: Apr. 7, 2014].*

2. *Kulynyak I., Rizhko I. Problems of development of tourism in Lviv region. Materials of the 3rd International Scientific Conference of Young Scientists “Actual problems and directions of socio-economic development of the Republic of Belarus”. Minsk, 2013. Pp. 201-202.*

3. *Ukraina z roku v rik pryvabliuie vse bilshe i bilshe turystiv [“Ukraine every year attracts more and more tourists”]. [Online]. Available: <http://tourism.gov.ua/ua/news/26795> [Accessed: Apr. 7, 2014].*

4. *Bednarska O., Kulynyak I. Actual Risks In the International Tourist Activity. Proceedings of the 3rd International Conference of Young Scientists EM-2013 [Economics & Management], (Lviv, 21-23 November, 2013). Lviv: Lviv Polytechnic Publishing House, 2013. Electronic edition on CD-ROM. Pp. 72-73.*