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DEMOGRAPHIC TRENDS RESEARCH AND TRAVEL BUSINESS ANALYSIS IN UKRAINE

The object of the research is the process of tourism business of Ukraine. The subject of research is the relationship of the subjects of Ukrainian tourism to demographic conditions prevailing in the country. The article is to determine the main trends of demographic process and analyse tourism in Ukraine. In the article, the following methods of scientific knowledge are used: analysis and synthesis, analytical comparison, description, synthesis and statistical methods such as correlation and regression analysis.

It is established that in Ukraine, the demographic situation is characterized by negative trends: reduction of the population number of the aging nation, fertility decrease, Ukrainian foreign immigration increase and reduction in foreign immigration, significant decrease in tourist flows to Ukraine and Ukrainian decrease in tourist flows. And intensification of internal migration is also observed. In the cost structure of tourist activities on third-party services used in the production of the tourist product, the largest share is occupied by the cost of tourist accommodation and living.

If you set the interconnection of several demographic and economic parameters, we can identify some patterns in the tourism business, namely, it is seen a decrease in tourist flows of foreign citizens in the country and reduction in the traveling of Ukraine citizens abroad for leisure, increase in internal migration, cost of living. All this is confirmed by economic indicators of tourist activity such as reduction of income and profits, costs increasing. According to this, the subjects of tourism should strengthen their activities by expanding the range of tourist products, namely, to develop tourism services and products based on the circumstances in the country for a certain segment of consumers.

Improvement and search for tourism enterprises optimization ways are the perspective task of the sci-

entific research in this direction in order to prevent its reduction.

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