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PROBLEMS OF TOURISM DEVELOPMENT IN UKRAINE AND WAYS AND MECHANISMS FOR THEIR SOLUTION BY UTILIZING EXISTING RESOURCES AND COMPETITIVE ADVANTAGES

The globalization phenomena that occur in modern society significantly influenced the development of the tourism industry. As a result, and due to the nature of the industry the status and development of the domestic tourism market is characterized by a rather complex, dynamic factorily. On the one hand, increases its capacity: (according to the statistics, the number of tourist companies and tourists is growing), but the quality of service of tourists, the situation of most cultural-historical and natural sites, economic and political situation of Ukraine indicate significant problems in activities of tourism organizations and businesses, the collapse of whole areas of the tourism activities.

For the solution of problems of development of the tourism industry requires a balanced, systematic approach to the solution of key problems of this area, namely the development of the principles of management of tourism enterprises that would allow to combine all infrastructure units in the tourism market; the formation of unified database of tourist resources of Ukraine. This will create public unions to support a tour of the facilities in good condition and to combine the efforts of state and local authorities regulate the industry.

Reasonable measures would also help to create new tourism product that would satisfy the needs of the state, tourism organizations and tourists. You need to set the task to update the methodological basis for the formation of tourist routes. This will help to develop tourism enterprises in the contemporary economic and political space of Ukraine and increase

the profitability of tourism enterprises and the industry as a whole.

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