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INTERNATIONAL TOURISM: PROBLEMS AND PROSPECTS OF DEVELOPMENT IN UKRAINE

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Summary. The author of the article identifies and summarizes development issues of international tourism in the country, gives grounds to the prospects of international tourism industry in Ukraine and

suggests methods to solve these problems. The method of statistical research, the method of comparison, analysis and synthesis, synthesis method were used during the investigation.

Key words: *international tourism, international trade in services, tourism infrastructure, tourism industry, services sector.*

Statement of the problem. The tourism industry is developing rapidly, and even in today's uncertain economic situation is the most profitable industry. The development of tourism is closely linked to the development of related industries such as: hospitality, catering, transport, trade and entertainment.

Analysis of recent research and publications. This problem was investigated in the works of local scientists: Beidik O., Hryniv L., Hulciaeva V., Dolishnii M., Kyfiak B., Milashovska O.

Justification of scientific results. Tourism is one of the most important trends in providing services. Development of international economy and improvement of people's welfare improves demand for tourist services and their differentiation. This gave urgency to the problem of tourism development and study of this problem has provided scientific and practical importance.

During the research there were used methods of statistical analysis, including records of border, check-in locations, and the method of comparison.

In 2012 Ukraine was visited by 23,012,823 foreigners, including the career, business and diplomatic purpose – 350 224 people, tourism – 940,052 people, private purpose – 16,795,240 people, educational purpose – 23,813 people, employment – 9102 people, immigration – 40 419 people, cultural and sports exchanges – 4,853,973 people.

Therefore, we can see a tendency to reduction of index to the amount of foreign tourists in the time

period, and in 2012 compared to 2011 year see an increase in the number of tourists that is connected directly to the Euro 2012, which took place in Ukraine. The biggest indicator of the number of foreign tourists was in 2003.

After 2003 the number of tourists curve decreased sharply and in 2007 raised to the mark 372,455 people. In 2008, we saw a slight increase compared to 2007, and in subsequent years, again a decrease of the same figure as in 2012.

The reasons for such fluctuations may be different, such as the political situation in the country, the deteriorating quality of customer services in the tourism industry, as well as factor of unstable financial situation of consumers of tourism services, more attractive tourist offers in other countries.

International tourism can generate foreign exchange earnings; have a positive impact on the balance of payments, accelerate the investment process, increase employment.

The main problems of international tourism in Ukraine are:

- Inefficient state position in the formation of national protectionism;
- Deficiencies in the regional regulation of the tourism industry;
- Lack of information and publicity activities abroad on Ukraine;
- The tax burden that prevents and deters potential investors in the tourism industry;

- The conditions for crossing the state border;
- Regional and local government tourism activity.

We offer the following methods of solving major problems:

- Promoting external demand for tourism services by investing in Ukraine logistics tourism infrastructure;
- to create the most optimal use of natural tourism resources of the country;
- to promote the training of specialists in the field of international tourism;
- to promote the improvement of the social and economic situation of the state to create a comfortable environment for domestic and foreign investors;
- to control the standardization and certification of hotel services;

- to increase state support of investment activity;
- to popularize tourism services of Ukraine.

In 2012, Ukraine was recognized as a global travel portal «Globe Spots» as one of the most interesting tourist destinations. This is due to the fact that Ukraine is growing in popularity for weekend tours to the following destinations – Lviv, Crimea, Odessa, Kamianetz-Podilskyi and Transcarpathian. This will lead to increased enrollments of Ukraine by foreign and domestic tourists and increase revenues in this sector.

Conclusion. So Ukraine has great potential for development of international tourism and as a result additional resource for foreign exchange earnings. Investments in the tourism industry of the country will attract more tourists from abroad and, therefore, increase the amount of services provided.

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