

PROBLEMS AND POTENTIAL FOR THE DEVELOPMENT OF DOMESTIC TOURISM

Ukraine has a very large potential for the post-war development of the tourism industry, and the all-season feature of this industry opens up great opportunities for profit. At the same time, there are a number of problems that hinder the development of this business in Ukraine. Insufficiently developed tourist infrastructure is one of these problems. Today, Ukraine has more than 4.5 thousand tourist accommodation and recreation facilities for 620 thousand places, but they require radical changes, since they do not meet international standards at all. Recreation areas, cultural and architectural monuments of Ukraine also need to provide appropriate conditions. In addition, the pre-war low level of tourist service, imperfect legislative framework and legal regulation, the difficult political situation, military operations in the eastern regions of the country, as well as the high level of crime, especially in popular tourist regions of Ukraine, negatively affect the tourist attractiveness of Ukraine.

Prices at the most popular resorts and tourist centers throughout the country are much higher than the quality of services. This is an important reason why domestic tourists often choose to travel abroad, enjoying a better quality vacation. Today, we can observe the growth of the international community's interest in Ukraine, as a country with a middle income, rich natural resources and a fairly developed industrial base [1]. Of course, the war (a negative factor) plays the role of a driver of awareness of Ukraine. In the last pre-war years, the development of tourism in Ukraine was characterized by territorial unevenness, caused by a wide range of natural, cultural and objective social factors, which include: 1) historical and cultural heritage; 2) attractive climatic conditions; 3) the income level of the region's residents and their ability to spend money on vacation.

An uncertain and dynamic market environment, seasonal volatility of demand for tourism services, lack of financial resources and low quality of the tourism product are sources of increased regulatory complexity of running a tourism business. Over the past decade, the Government of the country has focused on developing the country's tourist image abroad, especially through tourism advertising campaigns. However, virtually every attempt made over the past 10 years has been associated with ignoring real problems, such as: lack of coordination and coherence of tourism promotion policy and lack of developed tourism infrastructure. Ukraine is extremely rich in natural resort resources, so in the last pre-war years, European tour operators became interested in our sanatorium and resort base, but the availability of natural resources is not enough to attract the attention of foreign and domestic tourists. It is necessary to attract investments for the reconstruction of

existing and construction of new infrastructure: medical centers, sanatoriums, rehabilitation clinics. Along with this, it is necessary to improve the level of qualification of personnel and equip them with modern equipment [2]. The war put on hold the solution of many problems.

Despite the current difficulties (war and temporary occupation of certain territories), the situation in Ukrainian tourism is changing for the better. The Strategy for the Development of Tourism and Resorts of Ukraine for the period until 2026 is in force, which is aimed at solving the problems of comprehensive development of tourism, hotel business, resorts, sanatoriums, supporting the creation and modernization of tourist infrastructure, providing tourist and resort services of proper quality, and effective use of visible tourist potential.

Recommendations are proposed for the implementation of the strategy for the development of tourist regions. Thus, it is necessary to focus on the implementation of the following measures: 1) maximum preservation of tourist resources in war conditions; 2) improvement of the regulatory and legal framework until the end of the war; 3) creation of economic conditions to promote the development of tourism; 4) provision of benefits for the organization of the tourist business after the war; 5) attraction of investments in the development of the tourism industry; 6) development of competition based on taking into account world experience; 7) ensuring the safety of tourists based on innovative methods; 8) participation in international programs and projects for the development of tourism. In order to encourage foreign investors to accelerate investments in the economy of Ukraine, it is necessary to inform foreign tourists about the availability of attractive places for recreation through active marketing activities. Priority target markets for attracting foreign tourists may be China, Qatar, the UAE, Saudi Arabia, Kuwait and others. To simplify the conduct of tourism business in Ukraine, it is necessary to provide tax benefits to owners of tourist infrastructure facilities. In addition, to obtain information about the most popular destinations among tourists in the country, region, region, it is necessary to conduct constant monitoring of tourist flows. Thus, despite a significant number of problematic issues, Ukraine has significant natural resource, historical and cultural potential for the development of domestic and international tourism. Increasing the competitiveness of the tourism industry and increasing demand for domestic tourism products require the development of promising tourist routes, improving tourist infrastructure facilities, implementing innovative systems of interaction with consumers of tourist services, and optimizing pricing policies in tourism.

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