

# THE CONCEPTUAL BASIS OF THE REGIONAL DEVELOPMENT OF TOURISM INDUSTRY

**Marchenko O.A.**

Doctor of Economic Sciences,  
Professor at Department of Economics,  
Bohdan Khmelnytskyi Melitopol State Pedagogical University

The conceptual basis of the regional development of the tourism industry is analysed in this article. The optimal variant is offered for Zaporizhzhia region, which is provided the changeless development of tourism and resorts through installation and sustentation of the balance between the preservation of natural and historical and cultural resources, due to economic interests and social needs and the development of tourism and the creation of favourable conditions for the formation of the national quality product of tourism. The effective use of the available resource potential is provided through the introduction of the complex management of tourism resources, tourism zoning, the installation of the system of the priori-

ties both the types of tourism as territorial, the maximum level of tourism development within the definition area through the analysis of their volume, which is loaded maximum permissible on the objects of tourist visits and the marks of the impact of tourism activity on the environment.

The concept of the development of tourism is elaborated for the creation of the highly profitable tourism and the resort branches of the region, which have to satisfy the needs of the population, for software on that basis the complex development of the region while maintaining the natural recreational, medical resources, the territory of natural and protected reserve, the memorial of history and culture.