

SCIENTIFIC BASIS OF THE TOURISM DEVELOPMENT IN MODERN CONDITIONS

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The article examined scientific approaches to the definition of basic concepts in the field of tourism. The interrelation between concepts “tourism”, “recreation”, “tourist resources” is revealed.

The content of the category “recreation” is uncovered. The interbranch and interdisciplinary nature of this category is established. The economic role of tourism in the development of territories is justified. The role of the tourist infrastructure that determines the quality, accessibility, attractiveness, and comfort of tourist services is justified. The main groups of tourism resources (natural, cultural, historical, socio-economic) are identified.

The content of competitive relations between the tourism industry and other branches of the economy regarding the provision of resources is disclosed. In the work, factors that influence the development and functioning of the tourism industry are investigated and identified. An attention

is focused on the innovative nature of the development of the tourism industry.

The factors of safety of development of the tourist industry (military and political safety, ecological safety, epidemiological safety, natural disasters and catastrophes, criminal safety) are established. It is emphasized that the level of crime in the country significantly affects the development of the tourism industry. These are not only isolated cases of incidents involving tourists but also planned terrorist acts.

The current realities of the functioning of the tourism industry determine the need for the rapid response to constant changes in the demographic situation, changes in the vital values of society, the rapid development of technology. Increasing the requirements of consumers for the quality and level of tourist services in general sets high rates of development of the tourism industry and raising world standards for the quality of tourist services.