

# ANALYSIS OF THE IMPACT OF THE CULTURAL AND HISTORICAL HERITAGE OBJECTS AVAILABILITY ON THE TOURISTIC ATTRACTION OF THE REGION

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In terms of reforming Ukraine's transport infrastructure in the context of integration into the European Union and increased competition in the transport market, the discrepancies technological level traffic growing needs of society and the standards of quality of transport services, priority is the issue of improving the c

ompetitiveness of the transport infrastructure by improving the quality of services, provided, and access to transport networks.

The first priority for improving competitiveness of Ukraine's transport infrastructure should be the improvement of state regulation of its formation and development.

Today, the main problem of the transport infrastructure of any type of transport is insufficient investment, which could be directed not only to create new infrastructure in accordance with international and European standards, but also to modernize existing ones, thus increasing the competitiveness of the main lever transport infrastructure is the

improvement of legislation on investment with increased leverage an active policy of foreign investment.

The article discusses the condition and functioning of the common trends of transport infrastructure of Ukraine. Particular attention is paid to the level of competitiveness of the country's transport infrastructure, identifying of problems and directions of its improvement in the context of integration into the European Union common transport space.

Today the competitiveness of transport infrastructure Ukraine is at an unsatisfactory level, due to the complex political, economic and social problems. The main lever for increasing the competitiveness of the transport infrastructure in the context of European integration is to improve state regulation mechanisms of certain aspects of infrastructure development, which will be the first step towards attracting foreign investment, introduction of innovative technologies and improving the quality of services provided.