

ANALYTICAL VIEW ON LICENSING OF TOUR OPERATOR'S ACTIVITY IN UKRAINE

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In this paper the guidelines on tour operators' license obtaining process is observed, the key statistical figures of the number of tour operators, the revenue and expenses of tour operators, the tour operators' staff and its qualification during the last years are analyzed with a **purpose** to gain a deeper understanding of the general features of touroperating licensing process and its efficiency in Ukraine.

Methodology. The paper is based on a legislation analysis of touroperating, on web-based content analysis of Ukrainian state institutions web-sites and on statistical analysis of key figures of tour operators' activities.

Results of the analysis showed that the first legislation on tourism licensing was adopted in 1991 and from its inception tourism licensing comprised the requirement of licenses for all tourism entities such as hotels, restaurants, transport companies, tour operators, travel agents, and others. Instead of the higher number of licenses in tourism in the past currently in Ukraine just

the licensing of tour operators' activities are regulated by legislation. Functions of the licensing body for tour operators' activities from 2016 are performed by the Ministry of Economic Development and Trade of Ukraine, Department of Tourism and Resorts. In 2016 the number of valid licenses of tour operators in Ukraine was 438; the statistical dynamic of other tour operators' key figures were analyzed and systemized in the paper. The ways to identify the regularity of institutional control with an aim to minimize the risks of conducting tour operators' activities has been studied.

Practical implications. This paper presents the Ukrainian experience of institutionalization of tourism licensing and may be interesting for those who plan to start tourism business or those who study specific features of tourism business in Ukraine.

Value/Originality. The analyzed data shows the specific features of tourism licensing in Ukraine and identifies the focusing of Ukrainian legislation on regulation of tour operators' activities within the tourism market.