

## Priority directions of development of tourist services of Ukraine

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The tourism industry is becoming increasingly important for the economic and social spheres of any country. The market of tourist services of Ukraine is extremely diverse, therefore the issue of the quality of tourist services, the study of the state of the tourism market in Ukraine and the prospects for its development remains topical.

The Law of Ukraine "On Tourism" provides the following interpretation: "tourism is a temporary departure of a person from the place of residence for health, cognitive, professional-business or other purposes without having to carry out paid activities in the place where the person departs."

There are many tourist services offered in Ukraine, including: international tourism, domestic tourism, sport tourism and active leisure, hotel services, motels and campsites, business trips, passenger transportation, treatment abroad, travel insurance, sanatorium and health services, real estate abroad.

According to the World Tourism Organization, more than 800 million people travel annually. It

is noteworthy that tourism in more than 40 countries of the world is the main source of national budget revenues.

One of the important obstacles to the development of the tourism industry in Ukraine is the technological backwardness – practically not applied innovative tourism technologies, which in developed countries have gained wide experience of use.

In order for tourism to develop rapidly, it is necessary to improve the infrastructure serving the roads: the construction of new campsites, cafes, gas stations, roadside restaurants and recreation areas. The development of the tourism industry in Ukraine and the development of the national tourist services market will positively affect the socio-economic situation of our state. In many countries, such a type of tourism occupies a major part of the national GDP, and Ukraine can well achieve such indicators if the state makes certain efforts in the field of tourism development.