

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

Tourism as a specific form of international services trade

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In the article analyzed the process of international tourism development in the globalization context. Modern tendencies of development of global tourism industry, tourism supply and demand, are characterized and revealed to define the place of Ukraine in the world market of tourism services.

The tourist potential of Ukraine is characterized as an element of the investment potential of the country, are analyzed peculiarities of state regulation of tourism activity, is estimated the tourism development strategy, and are identified the main directions and mechanisms of solving tasks in the development of tourism. The features of rural green tourism in Ukraine are examined. All positive and negative components of its development are pointed.

Nowadays, tourism is one of the fastest growing forms of international trade services. Average annual growth in the number of tourism arrivals in the world during the last 20 years accounted at about 4-5%, foreign currency comings - 14%.

Tourism is the economic, social and political phenomenon, and significantly affects the world and the economies of many countries and regions. The importance of tourism in the world economy is growing, that is connected with the increasing influence of this sphere of activity upon economies of

many countries of the world, where it performs some important functions.

Ukraine has a very significant tourist potential, but it is used loosely and often irrationally. In other words, the relevance of the research topic is defined in addition to by the increasing need of opening of the potential of the most perspective directions of tourism development and its potential in separate regions of Ukraine.

The development of tourism in Ukraine can become an important factor of integration into the world economy. Thus, it is necessary to improve the economic efficiency of the tourist sector, which will allow Ukrainian tourism businesses in future to compete on a global scale, that is, without a doubt, a positive impact on the country's image, and its position in the world economy.

Tourism occupies a special place in the economy of the countries. The development of rural tourism will be able to reduce the level of unemployment in the labor market in Ukraine, reduce labor migration from the village to the city, to develop social infrastructure, improve the landscaping of dwellings, streets and villages. Besides, it will help to build agricultural products without intermediaries, to revive, preserve and develop folk crafts and historical and cultural heritage, to diversify the local agrarian economy, and also extend the overall range of tourist services that are currently offered in Ukraine.