

ANALYSIS OF FEATURES AND DEVELOPMENT OF TOURISM MARKET IN UKRAINE

Sichka I.I.

Candidate of Economic Sciences,
Senior Instructor at Department
of Tourism Infrastructure and Service,
Faculty of Tourism and International Communications,
Uzhhorod National University

Tourism generates extremely high revenues in the national budget of a country.

At the beginning of the XXI century many countries are getting a large share of profits to the budget from tourism. European countries for example have about 10% to the budget from tourism. As for Ukraine, the tourism market has very good prospects, but in recent years the contribution of tourism revenues in GDP is nearly 1-2%. Ukraine has great prospects for development of tourism, primarily tourist resources that are the basis of tourism, possibility of developing many types of tourism, large number of attractions for investment, large number of the workforce, presence of cross-border cooperation.

But there are a number of negative factors that stand in the way of the development of tourism in Ukraine: firstly, damage and destruction of tourism facilities; high taxes for tourism; lack of investment in the tourism business; lack of presentation of Ukraine in international tourism events; significant "shadow" of the tourist market. According to the State Statistics Service, the number of foreign tourists, who visited Ukraine in 2014-2015, decreased by 90%. Ukraine has all the prerequisites to overcome negative factors and develop the tourism industry. To do this, the country needs to overcome all negative factors and, of course, to develop and improve all positive factors.