

OVERCOMING OF THE TOURIST POVERTY IN UKRAINE

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The global tourism market Ukraine has all the objective conditions to take one of the top destinations by: peculiarities of geographical location, favourable climate, the minimum number of climatic disasters, a large number of historical and cultural monuments and the rich tourist and recreational potential. However, according to many authors, Ukraine extremely poorly uses its potential for tourism development. The problem is a flawed system and financial functioning of the tourism industry in Ukraine.

The article offers to consider the term “tourist poverty” in Ukraine and its main components. It analyses factors such as low cash incomes, low educational level of the population, state information in the tourism industry, political and legal aspects of the tourism industry. The model of tourism development is based on the principle of “two-way street” that supposes intellectual and property personal growth while increasing service quality.

For the purpose of successful development of tourism in Ukraine from the direction of the state, it is advisable to take a number of measures that would provide:

- development of the modern concept of tourism;
- providing travellers with a comfortable and safe conditions for travel, accommodation, food;
- diversification of additional services at affordable prices for tourists;
- simplification and acceleration of the process of ordering services for travel and visas;
- conditions for construction of small motels and hotels of family type, which can create jobs;
- stimulation of hotel construction projects of high categorization;
- implementation of a full transition of the tourism industry to the use of automated information technology (AIT);
- use of modern advertising technologies.