

DEVELOPMENT OF SUSTAINABLE TOURISM IN UKRAINE

M. Marshalenko

National University of Food Technology

Kiev

Annotation. The article focuses on working out sustainable tourism indicators taking into account national priorities of Ukraine. Among national priorities of tourism in Ukraine the varied and diverse natural healing resources (mineral waters, peloids (medical mud), climate, rump of estuaries and lakes, seawater, ozocerite, bischofite) and resort territories are the leading ones.

Over the past few decades, the level of tourism development in Ukraine has increased significantly. Tourism has become a mass-social phenomenon. Due to the development of the tourism sector, political, economic, scientific, and cultural ties between Ukraine and other countries are actively developing. One of the main problems of the stagnation of tourism development in Ukraine is that we do not have a clear plan for the development of the tourism sector and its regulation. Due to poorly developed infrastructure, low level of transport and its maintenance slows down the rapid growth and distribution of tourist image of the country, thus losing potential tourists. Unfortunately, the level of tourism services is also insufficient. By this indicator Ukraine loses to other countries with similar recreational and tourist potential.

Fortunately, Ukraine has already begun to take the first steps towards improving tourism and tourism services. A lot of hotels across the country participate in the program from Tripadvisor "Green leaders", which makes them more attractive for foreign tourists who care about the environment.

Also, active tourism is developing in Ukraine. In the cities and at the resorts arrange "health trails", health parks and complexes. To expand the range in the cultural sphere, new interesting theme parks are being built all over the country. Cities that are not so popular in tourists such as Kiev or Lviv, are developing interesting familiarization tours that would open for ukrainian and foreign tourists

new interesting cities. Knowledge, acquaintance, acceptance and observance of European standards in tourist services, improvement of the level of infrastructure and transport will contribute to the development of tourism inside of the country and will open Ukraine for foreign tourists. Such improvements will lead to an increase in the investment potential of the domestic tourism sector. Adjusting and improving the standards in the field of tourism will contribute to the development of Ukraine as a country to which millions will dream.