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REFORMING THE MECHANISM OF STATE SUPPORT OF DEVELOPMENT OF SPHERE OF TOURISM IN UKRAINE

The purpose of the paper is to identify the main problems of reforming the mechanism of state support for the development of tourism in Ukraine.

Method. The research uses the method of statistical research, methods of comparison, analysis and synthesis, the method of generalization.

Research results. The state of development of tourism services in Ukraine is analyzed. The assessment of certain phenomena and processes in the sphere of tourism is given. The key trends in the development of the tourist services market are identified. Some aspects of the mechanism of state support for the development of tourism in Ukraine are described. Factors of formation of tourist potential of Ukraine are shown.

The scientific novelty is to determine the key trends in the development of the Ukrainian market of tourist services and the priority directions of the state policy of stimulating the development of tourism.

The practical value of the work is to justify the priority directions of the state policy of stimulating the development of tourism, which can be taken into account when developing the State Target Complex Program. Proposals for the improvement of tourism development support instruments can be used by state authorities and management within the limits of the existing powers.

Key words: tourism, sphere of tourism, tourist activity, state policy in the sphere of tourism, state support of tourism development.

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