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INVESTIGATION OF THE SPECIFICS OF THE ENTRY TOURISM IN UKRAINE

The purpose of the work is to study the specifics of entry tourism in Ukraine.

The research methodology is based on the information material presented at government institutions (State Statistics Service of Ukraine, Kyiv Oblast State Administration, etc.). In the process of research, statistical, analytical, comparative methods (tabular, graphical) were used.

As a *result* of the conducted studies, the current state and dynamics of international arrivals in Ukraine was considered. Diversification of foreign citizens for the purpose of entry to Ukraine is shown. The indicators of the largest importing countries of tourist flows to Ukraine are analyzed. Considered the dynamics of incomes from international arrivals.

The scientific novelty is the study of the current state of inbound tourism in Ukraine.

The practical significance lies in the forecasting and planning of tourism activities, the use of research materials in the educational process in the training of tourism professionals.

Key words: inbound tourism, dynamics of international arrivals, purpose of travel, countries importing tourist flows.

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