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THE ACTUAL PROBLEMS OF THE TOURIST INDUSTRY OF UKRAINE AND THE WAYS OF ITS DECISION ON THE CONDITIONS OF SOCIO-ECONOMIC ENVIRONMENTAL TRANSFORMATION

Purpose. Identify the main problems of tourism in Ukraine and offer ways of solution.

Methods. During the research there were used such methods as analysis: analysis, comparative analysis, statistical analysis, system analysis, etc.

Results. As a result of the study, actual problems of the tourism industry in Ukraine were considered. Suggested ways to solve existing problems.

Scientific novelty: An overview of the main problems of Ukraine in the field of tourism and recommendations on how to eliminate the existing problems.

The practical significance. Ukraine is a very promising country for the development of tourism. Having identified the main problems and methods for solving them, Ukraine can be significantly promoted in the global tourism market. Thus, this will lead to the development of the country's economy.

Keywords. problems, tourism, public administration, methods of solution.

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