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SPORT TOURISM: STATE AND PROSPECTS OF DEVELOPMENT

The main purpose of the article is to show the importance of improving sport tourism at the present stage of development of the tourism industry in Ukraine. Prove the relevance of new conditions for the implementation and promotion of this direction.

Methods. The following research methods were used in the article: comparative, expert assessments, analysis, historical, statistical and others.

Results. The new approach to the actualization of sport tourism in tourism activities are developed and brought. Identified shortcomings and mistakes in the organization of sport tourism.

Scientific novelty. The possibilities are revealed and the ways of creating optimal conditions for the realization of the effective development of sport tourism are shown.

Practical significance. The recommendations for improving the quality of service in sport tourism are given.

Key words: sport tourism, tourism organizations, tourism and tourist region.

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