

DIRECTIONS OF STATE REGULATION OF THE TOURISM INDUSTRY IN UKRAINE

Lesia Kyrychenko

Student of the group 6.06.242.010.21.1

Speciality 242

lesia.kyrychenko@hneu.net

Scientific supervisor: Naumik-Gladka Kateryna

Doctor of Economic Sciences, Professor

S. Kuznets Kharkiv National University of Economics

Tourism is an important sector of Ukraine's economy that makes a significant contribution to the country's social and economic development. This industry has already become a relevant phenomenon in the modern world due to the steady growth of interest in it from any developed country.

With the development of global tourism in Ukraine, there is also a growing interest in finding ways to effectively develop this sector, both on the part of the state and business. At the current stage of development of the Ukrainian economy, it is important to implement and develop legislative norms aimed at increasing guarantees and effectiveness of protection of the rights and legitimate interests of consumers of tourism services, as well as addressing issues related to meeting the needs of travellers (tourists) and the development of the tourism industry as a whole.

Strategic regulation of this industry is of great importance for ensuring its sustainable development and competitiveness in the international tourism market.

The tourism industry is characterized by complex social relations involving four main parties: the travel company, the tourist, the state and various organizations related to the tourism industry, such as carriers, hotels, restaurants and other hospitality businesses. The presence of all of these parties is a prerequisite for successful tourism activities, and the absence of any of them can lead to difficulties and inconveniences for all other participants in the process.

For this reason, great importance is attached to the coordination policy aimed at creating a balance between all subjects of tourism relations.

This policy is key to ensuring the harmonious functioning of the tourism industry.

One of the main tools of this balancing policy is an effective legal mechanism that ensures state regulation of tourism activities and protects the rights and interests of all participants in this complex process. State regulation of the tourism industry in Ukraine is based on legal acts, which include the Law of Ukraine "On Tourism" and other legislative and regulatory documents adopted in accordance with this law.

The state, recognizing the tourism industry as one of its priority sectors, takes measures to regulate it in accordance with a number of important principles:

1. Ensuring favorable conditions for the development of tourism and promoting tourism activities;
2. Identification and support of the main directions of tourism development;
3. Creating a positive image of Ukraine as a tourist attractive country;
4. Providing support and protection for Ukrainian tourists, tour operators, travel agents and their associations.

The main purpose of this state regulation is to ensure the rights of citizens to rest, freedom of movement and other rights during travel.

Due to the need to coordinate business activities, as well as to represent and protect common property interests, tour operators and travel agents tend to create associations that operate within the framework of the law.

The government actively promotes the development of the tourism industry through various measures, such as training, research in tourism, provision of mapping resources, etc.

State support allows Ukrainian tourists, tour operators, travel agents and their associations to participate in international tourism programs.

Although the Law "On Tourism" [1] is generally recognized as the legal basis for tourism relations and has created the preconditions for the development of state and regional tourism legislation, its content is still not perfect and requires further amendments and additions to take into account the evolving tourism relations.

At the current stage, the Cabinet of Ministers of Ukraine has approved the Strategy for the Development of Tourism and Resorts until 2026 [2], which defines the main tasks for this sector.

Among these tasks, it is important to highlight the following aspects:

1. Creating an attractive investment climate in the tourism and resorts sector, including a set of measures to support the development of this industry;

2. Ensuring an appropriate level of coordination between different sectors and regions, which will contribute to a more rational use of tourism resources and reduce the costs of state and local budgets for the implementation of tourism and resorts activities;

3. Combining the efforts of representatives of state authorities, local governments, the tourism business, other sectors of the economy and civil society to promote Ukraine as a tourist destination;

4. Harmonization of national legislation with European standards, taking into account the goals and principles set out in the strategic documents of the country's development;

The Strategy also identifies the key means to achieve these objectives in the area of the tourism and resorts regulatory framework. In particular, this includes the implementation of European legislation in the field of tourism and resorts, aimed at improving domestic legislation through amendments to the relevant Ukrainian laws, as well as the creation of a national tourism organization and simplification of visa procedures for tourists from other countries. It is also important to update interagency and intergovernmental agreements on cooperation in the field of tourism and resorts and to develop procedures for establishing Ukrainian tourist offices abroad.

In summary, having analyzed the above information, it can be concluded that the state regulation of the tourism industry in Ukraine covers a wide range of aspects, from regulatory and financial support to the creation and development of infrastructure, noting the important role of the state in stimulating the development of tourism and its contribution to the country's economy.

References.

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