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THE ANALYSIS OF CURRENT TOURISM BRANCH CONDITION OF UKRAINE

The short characteristic of current tourism branch condition of Ukraine is given. Negative and positive factors of its developing are identified

Дана краткая характеристика современного состояния туристической отрасли Украины, выявлены позитивные и негативные факторы его развития.

Relevance. In the world economy tourism is the third branch at the amount of income. Incomes in tourism are always accompanied by incomes in other different branches such as transport, trade, public catering, cultural establishments and etc. It means that tourism is a real source that stimulates the developing of national economy. It supports the environmental protection measures. Tourism is also an education. It develops outlook, enriches our reason with experience, fills our hearts with feeling of pleasure and happiness. Today tourism became widespread mass sociable phenomenon. Extension of political, economic, scientific and cultural relations between countries and peoples of the world promote the developing of tourism. That's why the question of Ukrainian role in the global tourism services market arises.

The aim of the study. The analysis of a current state of tourism branch of Ukraine, definition of positive and negative factors of tourism development.

Main part. Ukraine is a picturesque country on the south of the East Europe. One of the biggest countries in territory, it has very developed culture, rich national traditions and the various nature. It has large recreation potential of developing the health-improving rest on the coastline of Black and Azov seas where the duration of swimming season has 120-140 days a year.

On the territory of Ukraine more than 240 cities have the status of resort, including cities such as Yalta, Alushta, Eupatoriya and others. Since old times Ukraine is famous for the grate range of resort resources including deposits of mineral waters and medical dirt.

Deposits of mineral waters are presented in many regions of Ukraine, but the Western Ukraine is richest: balneal resorts Truskavets, Morshin, Verhovina, Nemirov.

Moreover, 147 thousand of historical, archeological, architectural monuments are considered on the territory of Ukraine.

The reserved fund of Ukraine includes 6737 territories and objects with a total area of 2354 thousand hectares (3,9% of territory of the country). The ecological potential with 10 national natural parks ("Karpatsky", "Shatsky", "Sinevirsky", "Azovsko-Sivashsky", "Vizhnitsky", "Javorivsky", "Sokolovsky

Beskydy", etc.), 4 biospheric reserves ("Askaniya Nova", "Black Sea", "Karpatsky", "Danube"), 16 natural reserves, 26 regional landscape parks, 2384 wildlife preserves, 2963 nature sanctuaries and 514 monuments of landscape gardening art makes a resource basis of development of ecological tourism.

Pleasant geographical position, rich nature and historical heritage are very important preconditions of tourists attraction, but the pure level of tourists complex is defined by adverse socio-economic factors, such as:

- absence of regional governmental managing system
- imperfection of standard-legal base;
- insufficiency of methodical, organizational, information and material support from the government;
- slow rates of investments into development of material resources of tourism;
- nonconformity with international standards
- limitation of innovative projects and scientific researches concerning development of perspective kinds of tourism;
- lack highly skilled experts in tourism branch.

Conclusion. The analysis of current tourism branch condition of Ukraine showed, that the material base of a tourist complex of the country (in comparison with other CIS countries) is represented considerably, however it needs the modernization, and its modern possibilities are limited owing to social and economic problems. Certainly, it is necessary to search for the reasons in a difficult social and economic situation in the state, in absence of effective development strategy of this area as on national, and regional levels.

But Ukraine will be one of the countries that will welcome lots of tourists during EURO 2012. Consequently the tourism section is improving. Giant stadiums are being constructed, transport infrastructure is being modernized, the quantity of hotels is being increased.

That's why we all expect that on the background of this Ukraine will realize its tourism potential.

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