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## **STRATEGIC VISION OF THE NATIONAL TOURISM SYSTEM OF UKRAINE**

Ukraine faced with the unforeseen and sudden challenges regarding security, independence and unity. These phenomena gave a rise to the problems of socio-economic nature. They also have a negative impact on tourism development in Ukraine, especially on foreign one.

But historical events and the experience of other countries indicate the need for reform, development and diversification in different sectors even in periods when military events occur on a single bounded territory.

Therefore, monitoring of factors, identification of some trends, development of concepts, strategies and development plans are very important for the national tourism system of Ukraine.

The negative factors influencing national tourism system are:

- Russian military aggression which endangers tourism system and potential tourists;
- economic challenges which: 1) affect the devaluation of the Ukrainian currency; 2) contribute to the risk of tourism business; 3) do not contribute to the implementation of a clear business planning; 4) create psychological barriers in the organization of tourist travel;
- social problems among which are an increasing migration, rising unemployment, reduced incomes, reducing demand for tourist services, leveling the human desire to travel;
- organizational problems relating to the lack of adequate and pragmatic public policies in tourism at national and local levels;
- problems of cultural and educational nature concerning the low level of service and more.

In general, it is necessary to state that the Ukrainian tourist industry lost a significant competitive position in the European and global tourism market. However, this situation can enhance the role of the state in development of the national tourism system.

Therefore, public authorities and other stakeholders should carry out the following activities:

- 1) to develop the appropriate strategic program of tourism development; These programs must be supported by a proper financing of private investment; and public-private partnership should be encouraged;
- 2) to form and promote the global brand of Ukraine and its regions in travel market;
- 3) to revitalize and transform state and some public tourism organizations in marketing and outreach activities; create a national tourist office with an extensive network of offices in different countries;

4) to introduce methods of economic incentives to attract investment and to activate business processes in the tourism and related sectors of activity;

5) to carry out the proper information policy; they should create social marketing programs to strengthen the tourist image of the country in social and other global networks;

6) to provide state support for the incoming and domestic tourism; these types of tourism are a priority for Ukraine; the support of such actions should concern: a) simplification and harmonization of tax regulation: export of tourist services exempt from value added tax and reduce the tax rate on profits; b) promotion of tourism opportunities of Ukraine abroad; c) costs of tour operators in prestigious tourist exhibitions abroad that are fully supported by the state budget or partly financed, etc.; d) establishment of priority destinations for tourism development;

7) to strengthen the role institutes of civil society (NGOs direction of travel / public tourism organizations) in matters of tourism. For example, there are self-regulatory organizations (civil society association) and the organization of professionals. Self-regulation means a voluntary submission of its members the rules of the organization to obtain a competitive advantage; affiliation of credible self-regulatory organization that promotes sales of the product or service; consumers may also lose confidence in its former member, if you exclude its members from reputable SRO;

8) they must establish effective mechanisms for real and financial guarantee liability of tourism activities to tourists for failure or poor quality of travel services; In particular, the introduction of a differentiated approach to the definition of insurance guarantees depending on the volume of services provided by each specific tour operator for a certain period is, in our opinion, an effective tool. This measure will contribute to the ensured justice for all tourism enterprises (small and micro enterprises in depressed regions and powerful tour operators); this situation will also promote the creation of equal conditions of competition in the domestic tourism market;

9) to monitor tourism and consider the experience of state regulation of tourism in the leading tourist countries; Ukraine also should make maximum use of their own, unique to our state resources, methods, psychological aspects (for example, the events of the Revolution of dignity led to increased attention to Ukraine as a tourist destination; interested persons (stakeholders) should help attract tourist flow by promoting patriotic tourism in our country).

Thus, Ukraine can achieve significant results of the national tourism system in case of implementing these measures within a comprehensive program of tourism development.

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