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FOREIGN TOURISM IN UKRAINE

Human existence is almost impossible without traveling, regular movements that begin within the metropolis and end by the world tour in a variety of settings - from extreme to overly comfortable ones. Sure, life is hard to imagine without travel related to professional activities and those in search for some rest, looking for new sensations. Particular attention is always placed onto the foreign tourism, and Ukraine is no exception. It is necessary to form a whole range of conditions for development of tourism in this area since it has been associated with the influx of foreign direct investment into the country. Due to the development of foreign tourism, there is an increase in funding for this sector in the country, which accelerates better and faster infrastructure development, transport, trade, construction, agriculture, consumer goods.

Travel industry is becoming increasingly important for the economy and social sphere in Ukraine is rapidly integrating into the global tourism industry. Priority of inbound and domestic tourism is an important factor in improving the quality of life in Ukraine, creation of new jobs, to replenish foreign exchange reserves of the state and enhance its prestige on the international arena[1]. Ukraine has great potential to fill the budget at the expense of tourism, but to reveal this potential can be achieved by using a wide variety of economic stimulus, funds, which have long been used in the economies of developed countries. By its geographical and geopolitical position, historical and cultural heritage our country has unique features, despite legal framework, the lack of a developed financial market unattractive investment climate creates obstacles to tourism development [2].

Also creating a favorable investment climate in Ukraine should pay great attention to the development of sanatorium base of socio-economic infrastructure and

utilities. Equally important is the formation of highly qualified human resources. Tourism in developed countries is an important source of steady income state. In addition, the tourist business is highly profitable, it still serves as a powerful factor in enhancing the prestige of the country, review of national culture, history, customs and religious values. That's why turning Ukraine into a world class tourist state, it is necessary to ensure effective coordination of the different areas of the economy that affects the quality of the tourist services: this transport, trade, communications, and production of souvenirs, entertainment, publishing and advertising activities and so on.

Literature

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