

OPPORTUNITIES FOR TOURISM INDUSTRY IN UKRAINE AS A RESULT OF EUROPEAN INTEGRATION

In Ukraine are focused impressive number of historical, cultural and natural attractions. Due to its geographical location and the historical development of the country, Ukraine has significant recreational opportunities. According to the World Tourism Organization rankings Ukraine is one of the leaders in the world in the number of tourist visits [1].

In terms of European integration and globalization of tourism Ukraine is able to make the tourism industry one of the most priority sectors. Particular attention should be paid to the development of tourism infrastructure and quality control of tourist services provided to the client. Integration process to some extent intended to implement the increase of European cultural identity and ultimately integration to the scientific, technical, intellectual and educational environment in Ukraine [2].

One of the positive aspects of European integration changes in tourism sphere in Ukraine is the significant impact of this process on employment. Employees in the tourism industry is growing every year, and in a still wider expansion of the scope the employment rates in tourism will increase several times.

Given the natural, climatic, historical, cultural, recreational potential of Ukraine and its national characteristics, further development of democracy, focusing on priority areas of economic development, political stability, and further the country's accession to the EU will provide the best prospects for the creation of the tourism industry, which will be characterized by high profitability and satisfaction of the needs of domestic and international tourism.

Through analyzing tourism industry data of the newly admitted countries to the EU after comparison and before entry into the Union, was observed trends in the development of the industry due to favorable conditions secured through the implementation effect of such laws, rules and values as free movement of people, capital, goods and services, and exclusion of any discrimination as to nationality. Due to specific guidelines developed by the EU, citizens of the Union are free to travel throughout countries inside the EU, to change their place of residence and work [3, p. 75].

As for entrepreneurship, a number EU rules and regulations were simplified, and there was abolished the effect of some of them. Also there were made dramatic changes in cultural and artistic life, traveling, which created many opportunities for citizens of member states [3, p. 76].

Member-newcomers have the opportunity to learn from the experience of more developed member-countries about solving everyday problems and improving further the quality of life of the people in the Union.

International competition influence upon accession to the EU will be significant. Despite the fact that the best conditions for the development of tourism services have been created by other countries that give rise to fierce competition in the market, a healthy competitive environment can also be a significant impact for even more rapid tourism development in Ukraine, improving the quality of services provided to the clients, and the expansion of tourism infrastructure.

Consequently, European integration in general, despite the strict control and competition in the territory of the Union, appears positively to the tourism industry in Ukraine and will push the mechanism of accelerated development of this sector internationally.

Reference:

1. *International tourism receipts grew by 4% [Electronic resource] – Access mode: <http://europa.unwto.org/>.* 2. *Офіційний сайт Державної служби туризму і курортів України [Електронний ресурс] – Режим доступу: www.tourism.gov.ua.* 3. *Зікеєва С.Г. Туристична галузь України в період євроінтеграції: соціально-економічний аспект / С.Г. Зікеєва. // Економіка і менеджмент культури. – 2013. – №1. – С.74-82.*