

**Zadorozhniuk N.O.**

*Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Economic Systems  
and Management of Innovative Development  
Odessa National Polytechnic University*

**Kvashchuk Y.O.**

*Graduate Student,  
Odessa National Polytechnic University*

## **INNOVATIVE DIRECTIONS OF DEVELOPMENT OF TOURISM INDUSTRY IN UKRAINE**

The article highlights the features of the tourism industry in Ukraine: insufficient level of direct network and tourist infrastructure facilities, their non-compliance with world standards; lack of efficient operations and marketing activities to promote the tourist product Ukraine to the world market; technological backwardness of most regions; low maintenance over general, insufficient to international standards, qualified staff areas; the extent of the backlog of legal and organizational support of tourism.

The strategic goal of tourism development in Ukraine, which is to create competitive on the world market tourism product, able to meet the travel needs of the population, on this basis provides socio-economic interests and preserves the ecological balance of historical and cultural environment.

Based on modern demand and global trends, innovative directions of tourism development in Ukraine are identified:

- to establish unified system of training for the tourism industry in line with international standards;
- form scientific personnel for tourism professions, to conduct high-level research work on tourism.
- consolidate the acquired knowledge in the workplace, organizing events on training on

basic tourist facilities in Ukraine and abroad, the exchange of experience;

- introduce innovative marketing tools for the identification and promotion of tourism in Ukraine;

- ensure full electronic registration of foreign citizens, using innovative methods to reduce the time for processing the relevant documents;

- ensure development of innovative type of tourism – adventure tourism in Ukraine, including through public support.

Analyzed popular international destinations with the number of tourists. A prognosis of the most popular tourist destinations is made by 2020.

Priority types of tourism in Ukraine, foreign tourism as a significant source for replenishment of foreign exchange revenues of the state treasury and creation of new jobs and new kinds of active tourism, especially extreme. Based on the analysis of tourist areas in Ukraine, suitable for active tourism, areas with more than enough potential for different types of active tourism are defined. Implementation of defined areas of innovation should stimulate tourism in Ukraine and strengthen the relationship with other tourism priority areas of social, economic and cultural development of individual regions and the whole country.