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CURRENT PROBLEMS OF STANDARDIZATION, CERTIFICATION AND CLASSIFICATION IN TOURISM

Tourism is the most developed and dynamic sector of the world economy. The market of tourist services is one of the key for the economies of different countries, covering the interests of many businesses: tourism enterprises, transport companies, accommodation, catering, tour agencies, museums, theaters, other leisure facilities, manufacturers of related services and goods, namely – advertising companies, mass media, producers of «domestic export» goods (souvenirs, traditional goods in certain countries), construction companies, etc. The tourism sector supports about 50 related industries, one tourist employs 10 people, and the creation of additional jobs in the tourism industry is 20 times cheaper than in industries [2]. For its rapid growth, it is recognized as an economic phenomenon of the twentieth century.

Convenient geographical location, favorable climate, unique combination of natural and recreational resources and historical and cultural heritage, constant interest in Ukrainian society by the world community are factors that can ensure the intensive development of tourism in Ukraine against the background of global tourist flows. The period of decline in tourism activity in the domestic tourism market is favorable for bringing the existing tourism infrastructure to European standards. In this regard, the need for rapid implementation of European standardization practices at enterprises that form the tourism market of Ukraine becomes relevant.

The issue of standardization and certification of goods and services is revealed in the works of such scientists as S.S. Halasyuk, G.D. Dekhtyar, P.Ya. Kalita, L.S. Kyrychenko, N.V. Merezhko, N.G. Salukhina, O.M. Yazvinskaya and others. In the works of the listed authors the conceptual bases of standardization and certification of products (processes, works, services) are widely revealed, the organizational-methodical and legal principles of standardization in Ukraine and in the world are defined.

However, the issue of improving the existing system of standards in the domestic tourism market, taking into account European legal and consumer requirements, deserves special attention.

Standardization in the field of tourism is an activity that consists in establishing provisions for general and repeated use in relation to existing or potential tasks and is aimed at achieving the optimal degree of orderliness of tourist services and other processes of tourist services. The main legislative act regulating relations related to activities in the field of standardization and the application of its results is the Law of Ukraine «On Standardization».

Another legal act that defines special tasks of standardization in the field of tourism is the Law of Ukraine «On Tourism» of September 15, 1995 № 324/95 – VR.

According to this legislation, the state system of standardization in the field of tourism is aimed at:

- protection of interests of consumers and the states concerning safety of tourism, life and health of citizens, protection of property and environment;
- classification of tourist resources of Ukraine, ensuring their protection, establishment of maximum allowable loads on cultural heritage sites and the environment;
- improving the quality of goods, works, services in accordance with the needs of consumers;
- ensuring the safety of tourist facilities, taking into account the risk of natural and man-made disasters and other emergencies;
- interchangeability and compatibility of goods, works, services, their unification;
- creation of normative base of functioning of systems of standardization and certification of goods, works, services.

The central executive body that forms the national standardization system is the State Committee of Ukraine for Technical Regulation and Consumer Policy (Derzhspozhyvstandart).

In any field, wherever standardization is carried out, the main requirement is its systematic nature, ie ensuring mutual coherence, consistency, unification and elimination of duplication of requirements. The need and reliability of assessing the quality of the tourist product is intensified due to the ever-increasing involvement of countries in the international tourism market. High demand for tourism services around the world makes it necessary for mutual recognition of the results of various enterprises in the field of tourism. The highest level of such recognition is certification, which guarantees compliance of the product (service) with certain requirements and specified quality [6].

Certification is a procedure by which a duly recognized body documents the conformity of products, quality systems, quality management systems, environmental management systems, personnel to the requirements established by law [4].

Certification allows you to implement a unified approach to assessing the quality of various objects, provides an opportunity to guarantee stable production or services of the required level of quality. A developed national certification system must effectively protect the consumer from low-quality or simply harmful products.

The certified quality system of the tourist enterprise allows it to expand the circle of reliable partners, the competitiveness. Certification in the conditions of market relations is a world-recognized method of independent confirmation (assessment) of compliance of products, works and services with the established requirements. The use of certification creates the preconditions for the successful solution of a number of important social and economic problems of society. The introduction of certification of a tourist product, harmonized with international standards, is a necessary condition for Ukraine's integration into the world tourist space [5].

Harmonization of standards in tourism is a prerequisite in accordance with the signed Association Agreement between Ukraine and the European Union.

In December 2017, an act was adopted to implement standards that will provide requirements for tourism services to be provided within the country:

- transport services;
- hotel services and other types of tourist accommodation;
- conditions of organization of tourist services;
- requirements for camps, recreation centers, ecological tourism services;
- services of tourist - excursion service and language support;
- safety of life and health of tourists;
- informing consumers of tourist services;
- services for consumers with limited physical properties;
- other services.

Implementation of work in the field of technical regulation of tourism will ensure compliance with Ukraine's commitments to EU countries, provide domestic tourism products with a European level of quality and improve the country's image in the international arena.

World experience shows that standardization provides tourism businesses with significant opportunities to build capacity, create and implement advanced technologies, increase the competitiveness of tourism services for integration into the world economy. In order to realize these opportunities in the domestic tourist market, international standards for the provision of tourist services are gradually being introduced.

Thus, in order to form a dynamically growing tourism industry in Ukraine and increase the demand for these services around the world, it is necessary to internationally recognize the results of various enterprises in the field of tourism. The highest level of such recognition is based on standardization and certification, which guarantees compliance of the product (service) with the established requirements and specified quality. Therefore, bringing national standards to European and international requirements will help improve the quality of tourist services and create competitive domestic tourism products.

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