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PROSPECTS OF DOMESTIC TOURISM DEVELOPMENT IN UKRAINE

«Ukraine is located in the center of Europe and has all the conditions for proper economic development through tourism, but lags far behind the world's leading countries in terms of tourism infrastructure and quality of tourism services» – said in the Strategy for Tourism and Resorts of Ukraine until 2026 [1]. As the global crisis and pandemic over the spread of the COVID-19 virus, competition for consumers of tourism products becomes even tougher, it encourages industry to reconsider approaches and tools for the quality and content of their tourism services, to find new effective forms and ways of tourist interest in innovative, modern, competitive, that meets the requirements of today's tourism service.

In recent years, domestic tourism has become significant in Ukraine. Its development is extremely rapid. Every year more and more Ukrainians prefer to travel around their country, there are several reasons for this: travel expenses are lower than abroad; in Ukraine there are many unique locations that are little known and unexplored; through photos and videos posted on the Internet, there is an opportunity to present to foreigners the beauty of Ukrainian cultural and natural heritage [2].

The pandemic caused by the COVID-19 virus has added new challenges and further complicated the process of forming domestic tourism as a highly efficient, competitive industry. The issues of keeping the industry in the crisis, preventing it from falling to those levels that will make the existence of tourism impossible, not only international but also domestic one. Therefore, in today's conditions for the tourism industry, which has suffered the most from the pandemic, the position of domestic tourism is especially strengthening.

The formation and spread of new types of tourism are also ensured by globalization processes, scientific and technological progress. After all, the internationalization of economies and the introduction of the scientific technologies contributes to the emergence and development of completely new areas in tourism. The most common types of tourism are green, cultural and recreational tourism.

In general, 2020 in Ukraine has been declared the Year of Tourism Development in Regions and Rural Areas. In this regard, in order for the domestic tourism industry to maintain its position, it is necessary to study the demand for the tourism product as quickly as possible, reformat the proposals, provide modern infrastructure, use advertising effectively.

To ensure the revival and progressive development of Ukraine's tourism industry in the post-quarantine environment of increasing competition, it is necessary to understand the need for more quickly implementation of domestic tourism product,

against the background of growing consumer demands for content, diversity and quality of tourist and recreational services.

Certificates of conformity of accommodation services are available in 68 institutions. Of course, this is not enough in terms of increasing the demands of tourists to the quality of tourist services and given the advantages of foreign hotels.

Also, vacationers are dissatisfied with the quality of transport conditions in the country. The condition of highways is catastrophic in almost all regions of the country, including and in the most popular among tourists. At the same time, a significant share of domestic tourist traffic is carried out by road, while the technical condition of roads has a negative impact on the safety and comfort of travel. Even the lack of ATMs in places of active recreation of tourists dramatically reduces the comfort and quality of recreation and, accordingly, reduces the competitiveness of the tourism industry of a particular region.

Another promising and, in our opinion, necessary direction of the domestic tourism industry should be medical and health tourism. When formulating a proposal, it should be taken into account that the market of health tourism is undergoing significant changes. Traditional health resorts are no longer a place of treatment and recreation for the elderly people and become multi-functional health centers.

Industrial tourism is part of the cultural and cognitive type of tourism. However, it occupies a small share in this type due to the fact that it is not very common in Ukraine, many people do not even guess that this type of tourism exists at all. Ukraine has a significant number of abandoned and existing industrial facilities, the development and implementation of tourism strategy, the center of which is industrial tourism, will, undoubtedly, have a positive impact on the economic performance of the regions and Ukraine as a whole [3].

The basic condition for the development of domestic tourism is the maximum satisfaction of all requirements and preferences of consumers. An important factor in this situation is not only the formation of quality infrastructure for the development of domestic tourism in the regions, but also quality marketing of this tourist product in both the Ukrainian and international markets in general.

References:

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