

## Concerning the Problems of Reforming the Tourism Sphere in Ukraine

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### Abstract

The formation mechanism of market economy in Ukraine has become an objective factor, leading to a series of reforms in all its branches and spheres of public life, including the realm of tourism. The current state of the tourism industry is, in general, difficult, due to the aggravation of the general economic crisis, but also to the domestic and foreign policy problems in the country. This complicated state of things is a consequence of the influence of a significant number of objective and subjective factors. A way out of such a situation can be found in a harmonious, coherent, purposeful, comprehensive and balanced overcoming of all the available causes that have provoked it.

The main idea and content of the reforms in tourism should be the desire for positive structural changes in the process in which they occur; balancing and stability, which involves balancing of supply and demand, opportunities and needs. In order to achieve such a state, it is important not only to properly assess the resources of the industry and potential capabilities, but also to take into account the specifics of a particular field.

The uniqueness of such specific economic sector as tourism is that every consumer of a tourism product can modify it, depending on his/her interests, requirements, opportunities, and manage it in space and time. The main purpose of a tourism product is to meet people needs for their movement, transportation and accommodation with a health, cognitive, professional purpose.

The geographical location of Ukraine, its architectural and historical-cultural heritage, natural and recreational resources determine and promote multifunctional development of tourist enterprises. The modernization of the industry and the creation of prerequisites for the development of the necessary infrastructure are becoming indispensable. Respectively, the main task in the process of reforming and transformation of the tourism sector prevails in creating conditions for a full and complete satisfaction of the interests of tourism products consumers. On the basis of this, the purpose is to increase the efficiency of tourism enterprises to a level that would ensure their high competitiveness on the domestic, European and world markets.

**Keywords:** Reforming, Tourist sphere, Tourist product