

THE PROSPECTS ASSESSMENT OF TOURISM SERVICES MARKET DEVELOPMENT IN SUMSKA OBLAST

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Sustainable social-economical development of territories is one of the key priorities of economic policy of Ukraine. It gives possibility to remove existent disproportions in productive forces development of the state, provides growth of welfare and population life quality, promotes chances for all regions to participate in world economic processes, creates pre-conditions to participate as an equal partner in international partnership with highly developed countries. It is necessary to analyze market possibilities to develop potential of territory, to estimate market abilities, its comparative competitive advantages, to form on this basis the complex of measures, directed to create proper image of region, area, city or settlement with the purpose to attract investments, develop correspondent legislative providing.

As foreign and domestic experience testifies, effective direction marketing of territories is tourist service market formation, which proved its effectiveness in most tourist attractive regions of Ukraine: Crimea, Priazovie, Carpathians, Prykarpattia, specific districts of Polissya and so on. Recently low-budget types of tourism such as environmental, cognitive, sporting health-improvement and etc. have been distributed widely all over the world, development of which needs relatively low investments and which under the proper organization can provide profits rapidly. Ethnographic tourism (agrotourism) also becomes popular among population of European Union and North America countries. Another advantage of this type of business is its environmental direction which is of current interest.

For clarification of development trends and the kinds of tourist services, it is necessary to get to know more precisely tastes of separate groups of users of these services, which they evaluate most of all, and what high-quality parameters of services they like.

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