

# Development of tourism industry in Poltava region

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## Abstract

Nowadays, it is important to monitor the state and prospects for the development of the tourism industry not only in the country, but also in the regions. Thus, the tourist business in Ukraine is experiencing fierce competition from other states, but in Ukraine recently a number of government decisions have been adopted to strengthen and expand the legislative base for tourism. Note that the tourism industry is a set of various subjects of tourist activity (hotels, tourist complexes, campsites, motels, boarding houses, public catering establishments, transport, culture, sports, etc.) that provide reception, maintenance and transportation of tourists.

Keywords: tourist industry, tourism, business, region.

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## 1 Introduction

The development of the tourism industry plays an important role in solving social problems of the state. Throughout the world, new jobs are created at the expense of tourism, the social standard of living of the population is maintained, and the country's budget is filled. The development of the tourism industry contributes to the improvement of: the infrastructure of the region, the level of education, medical care, the introduction of new means of disseminating information, and the like. Tourism is primarily a system that provides information about the history, culture, customs, spiritual and religious values of the city, region, country, namely tourism directly affects the social, cultural and economic life of the state.

## 2 Main part

Recently, tourism in Ukraine is defined as one of the priority areas of social and economic development both in the country as a whole and in its regions and cities, as evidenced by the Concept of the State Target Program for the Development of Tourism and Resorts for the period up to 2022 [1], but there are many obstacles to its successful functioning, the definition of which at the regional level has become the goal of this work.

The format of the development of the tourism sector is vividly reflected in the development program. The state program must first and foremost solve these and other problems of Ukrainian tourism. It is envisaged to create conditions for attracting foreign and domestic investment and credit funds for the development of the material and technical base of the tourism industry through the development and implementation of mechanisms for attracting and distributing extrabudgetary funds [2].

Poltava region occupies a special place in the history of

Ukrainian culture and is the spiritual capital of Ukraine. On the territory of the region, events that determined the fate of Ukraine took place more than once, therefore Poltava has many recreation places, historical monuments and other outstanding objects that can attract the attention of tourists not only in its region, but also in other regions of Ukraine, as well as tourists from foreign countries.

The current infrastructure of tourism services in the Poltava region does not yet meet the needs of world tourism, it is actively developing, however, it can serve as a basis for creating a more modern infrastructure that will meet world standards and take into account relevant recreational, cognitive, humanitarian, business, environmental and other requirements.

## 3 Conclusions

So, in order to make the tourist industry of the Poltava region occupy a prominent place in economic growth, it is necessary to solve a number of such priority tasks at the state level:

- to develop programs for the development of the tourism industry of each district of the region and plans for capital construction and investment;
- solve the issue of training of tourist personnel (courses, technical schools, colleges, institutes, universities);
- coordinate clear cooperation of tourism organizations with transport agencies, cultural institutions;
- to evaluate the economic efficiency of tourism and the recreational assessment of the territories;
- determine the favorable for the development of tourism and the treatment of the territory;
- to develop methods for substantiating the norms of simultaneous loading on various natural complexes.

## References

[1] *Kontseptsiia Derzhavnoi tsilovoi prohramy rozvytku turyzmu ta kurortiv na period do 2022 roku* 1 serpnia 2013 r. **638-r E-resource:** <http://www.zakon0.rada.gov.ua>

[2] 2017Ekskursiina diialnist yak odna iz skladovykh turystychnoi sfery *Elektronne naukovo fakhovoho vydannia* 3(08) "Skhidna Yevropa: ekonomika, biznes ta upravlinnia" 211-4