

ABSTRACT

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IDENTIFICATION OF THE UKRAINE TOURISM INDUSTRY PRIORITY VECTORS ADAPTATION TO THE INTEGRATION PROCESSES CONDITIONS

The necessity of researching priority directions of adaptation of the Ukrainian tourism industry under the conditions of integration processes is substantiated. It is determined that Ukrainian tourism traditional sectors adaptation to modern world requirements is a component of the national policy aimed at gradual economic integration and deepening the political association of Ukraine with the European Union.

Proposed sequential stages that are based on the application of specific analytical and methodical methods and methods of qualitative and quantitative analysis and allow to identify priority areas for adaptation of traditional tourism sectors. The priority direction of adaptation of traditional tourism sectors proposed to determine: updating of material base of the tourist service facilities, improving the quality and standards of service, introduction of international ISO standards in the field of tourism, implementation of international standards that ensure the sustainable development of tourism, implementation of the recommended UNWTO system of satellite tourism accounts.

A conceptual model of public-private partnership in the sphere of tourism is proposed as an effective mechanism for ensuring the renovation of the material base of tourist service facilities. The main elements of the proposed model are purpose, subjects, objects, principles, legal basis, sources of financing, directions of the implementation of public-private partnerships, the procedure for taking a decision on the implementation of public-private partnerships and the definition of a private partner.