

## PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN UKRAINE

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**Research methodology.** The results are obtained through the use of methods: system analysis – in determining the problems of competitiveness of the transport industry; strategic planning and systematic approach – to conduct research on the improvement of railway tourism effectiveness; sociological studies – in determining priorities of the Ukrainians as for the type of leisure.

**Results.** The presence of clear connection between the tourism development trend, overall economic development and citizens' income is shown. It is pointed out that the tourism potential of Ukraine is not used to the full and is characterized by one-sidedness. Taking into account favourable natural and historical resources, the author offers developing a variety of duration and cost of the routes, which will allow rational allocation of tourists in different direction. These routes can pass through the territory of Ukraine, and mixed – on the railways of Ukraine and Europe. In place of stationary hotels, it is offered to establish touristic trains converted into “hotels on wheels” with compartments ranging from economy-class to “lux”.

It is determined that tourism development in Ukraine will create more jobs, to replenish foreign exchange reserves to restore the old infrastructure, strengthen the credibility of the international community. It is expected that in the near future there will be an intensive development of tourism; thanks to fierce competition the quality of services will grow rapidly; household spending on travel will increase greater than on other expenditures.

**Novelty.** The author suggests a methodical approach to determine the long-term traffic volume of tourists who can use railway for different routes of Ukraine and Europe. It differs from the existing one by using any kind of way (wide, European and narrow), comfort and special rolling stock, which will allow rational allocation of tourists in different directions of motion and increase in the efficiency of all stakeholders.

**Practical value.** The offered measures would: enhance the image of Ukrainian railways and Ukraine as a whole, will contribute to the growth in passenger traffic, preservation of cultural heritage objects that are used as places of interest, thus creating appropriate infrastructure. The development of railway tourism in Ukraine will attract investment, create the conditions for competition, and organize affordable vacation for our citizens, whose income has significantly decreased in recent years.

**Keywords:** tourism, railway tourism, the tourism product, «hotel on wheels».

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