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## **GLOBAL COMPETITIVENESS OF TOURIST DESTINATIONS**

Nowadays existence of a considerable variety of tourist destinations creates serious rivalry between the industry participants. The research on competition issues in tourism has been particularly relevant lately, since most tourist destinations have been involved into the competitive struggle. Thus, the issues of competition and competitiveness in tourism require a profound scientific study, the disclosure of basic tendencies of their formation and development. The problems of competition were researched in works of many scientists, particularly by I. Ansoff, M. Albert, M. Meskon, F. Hedowry and others.

The aim of the thesis is to study what a competitive destination is and how Ukrainian destinations can be developed in order to correspond to this definition.

Firstly, we would like to consider the definition of the destination. A destination is a geographic area with a certain attraction for tourists, which offers a set of services that satisfies tourists' demand for transportation, accommodation, catering, entertainment, etc. [1]. Moreover, a set of services should be of appropriate quality that a tourist expects to buy.

Therefore, a competitive destination can be considered as a competitive one, if it produces tourist products that are in demand both at the domestic and foreign markets, as well as when it provides an economic growth and increases the level of well-being of the local population.

Today the destinations are only beginning to form tourism in Ukraine. This occurs due to the transformational processes in the country's economy and its slow integration into the world economic space. Also, it should be mentioned that Ukraine's destinations are a part of the European tourist region. A. Golovchan distinguishes within the boundaries of Ukraine eight regional destinations: Crimea, Azov-Black Sea, Donetsk, Carpathian, Podilskyi, Prydniprovskyi, Slobozhanskyi and Poliskyi, each of which is divided into different types. In general, Ukraine's destinations are significantly different from each other in terms of the recreational resources [2].

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Also tourist sights are very important, so speaking about national monuments, the championship is held by Lviv (816 objects), Volyn (224) and Chernihiv (211), while the smallest number is concentrated in Zaporizhzhia (16) and Kirovohrad (today Kropyvnytskyi — note by the author) (32) [2].

One of the most popular and wealthiest regions in Ukraine is located within the territory of the Carpathian Mountains. It is a peculiar and colorful land. The scenic nature of the mountains and the medical microclimate attract people from all over the world. The experts on climatotherapy state that the mountainous climate has something like mystical abilities and it itself is more beneficial than any medicinal plants. The Carpathians are amazing in all the seasons. In the winter, thousands of skiing enthusiasts come here, in the summer — fans of active recreation — mountain and bike tourism, mountaineering, rock climbing. Rural green tourism is the best and the most accessible type of recreation in the Carpathians. The unique beauty of the mountain ranges, the mountain rivers, the amazing aura of spruce forests, captivate silence, calmness, and a healthy coniferous aroma is at the disposal of the tourists all year round.

However, the Carpathians is not all the tourist potential that our state possesses. In addition to the natural beauty of Ukrainian land, a significant part of domestic tourism belongs to historical and cultural monuments. Most tourists are attracted by the monuments of the IX-XII cc. of Kyiv Rus in Kyiv, Chernihiv, Kaniv, Ovruch, Volodymyr-Volynskyi; monuments of defensive architecture (the fortresses in Lutsk, Medzhybizh, Kamyanets-Podilskyi, Khotyn, Bilhorod-Dnistrovskyi, Uzhhorod and Mukachevo); palace complexes in Lviv and Chernihiv regions; the sights of religious architecture in Kyiv, Lviv, and Ivano-Frankivsk regions, Pochaiv, Mukachevo and Chernivtsi, as well as wooden cult and civil architecture in the Carpathians.

In conclusion, we would like to state that Ukraine has a significant potential in the development of tourism industry, including rich history and an impressive variety of sights. In order to raise its competitiveness in tourism, Ukraine needs to create the strategy of respectable promotion. Moreover, the specialists involved in the tourism industry must study foreign experience thoroughly, process it and adapt to our conditions.

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## INTERNATIONAL TOURISM IMPACT ON ECONOMIC DEVELOPMENT OF COUNTRIES

Over the past few years, significant changes have taken place both in economic terms, such as the debt crisis of individual countries, the devaluation of national currencies, and the noneconomic changes in political systems, the intensification of conflicts of national interests of the leading countries of the world, the intensification of international terrorism. In such difficult economic conditions, the development of international tourism should become a priority of the state economic policy of countries that have appropriate resources for this, and a factor in the gradual activation of the world economy.

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