
ЕКОНОМІКА ТА УПРАВЛІННЯ

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DIRECTIONS FOR THE DEVELOPMENT OF DOMESTIC TOURISM IN UKRAINE

Purpose. Each country of the world pays great attention to the development of tourism in the country, since a significant budget revenues are the revenues from providing the tourist services. Ukraine faced the problem of a significant reduction in the volume of tourist flows, aging of capital fund, lack of investments for its renovation. Purpose of the article is to develop an optimal control mechanism of tourist flows, justifying the need for the development of inbound and domestic tourism. **Methodology.** A system analysis of the competitiveness problem of the tourism industry in the area of passenger rail transportations, theoretical principles of economics in the field of domestic tourism efficiency and management of tourist flows are the theoretical and methodological basis of the research. **Findings.** The author has developed the improved control mechanism tourist flows, which differs from the existing extension services to tourists on the territory of Ukraine. It is proposed analysis of the development of inbound and domestic tourism, restoration of narrow-gauge track, and the establishment of special tourist trains. As a result of execution of the tasks to be achieved the following results: 1) increasing the share of tourism and resorts in the structure of gross domestic product to the level of the developed countries; 2) bringing the number of employees in the sector of tourism and resorts to the level of developed countries; 3) increase in total number of rooms in hotels and other certified funds up to the level of developed countries; 4) creation of an effective system of monitoring the quality of the provision offered tourist services; 5) creation of an attractive investment climate for a wide attraction of investments in the development of tourism, engineering, transport and municipal infrastructure, 6) improving the safety of tourists, the effective protection of their rights and legitimate interests and security of property. **Originality.** The author provides a theoretical generalization and a new solution of a scientific problem. They are manifested in the development of theoretical and methodological approaches to the organization of tourist rail transport, and the intensification of work on the project to restore the effective functioning of the mountain railways width 750 mm in the Carpathian region of Ukraine, with subsequent opportunities for their accession to the extensive international travel network. **Practical value.** The rational measures according to the directions of tourism flows management proposed by the author will significantly increase the country budget revenues from tourism.

Keywords: tourism; tourist flow; tourist route; tourist train; narrow-gauge track

Introduction

Our country is one of the leading places in Europe in terms of provision of valuable natural and cultural resources themselves. In particular, we have such a world heritage site by UNESCO, as the Hagia Sophia and the adjacent monastic buildings, Kiev-Pechersk Lavra, the historic center of

Lviv, the Struve Geodetic Arc points, wooden Church of Carpathian region, biosphere reserve «Askania-Nova» and others. That is why the creation of systematic and comprehensive conditions for the spread of tourism, strengthening resorts has become one of the priorities for the sustainable development of both regions and the state as a whole.

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It should be noted that according to the Law of Ukraine «About tourism» [8] the state declares tourism is one of the priority directions of development of economy and culture, and creates conditions for tourism activities.

Methodology

Tourism is one of the areas of effective development of territorial communities, the recruitment of local budget. According to official data, 9 percents of world GDP accounted for by tourism.

Given that rail transport is not only the most suitable for ensuring biscuits comfortable movement of large groups of people, but also the most affordable travel, you need to consider the prospect of its application to move domestic and foreign tourists.

The advantages of railroads for maintenance of domestic and foreign tourists are obvious. Among the main is the ability to go in any weather, availability in high mountain areas. Therefore, the development of conditions for development of railway tourism in border regions of Western Ukraine is quite relevant scientific-practical-giving [5].

Unfortunately, at present, the infrastructure narrow-gauge track is in disrepair, it requires significant upgrades and overhauls due to the financing of the railway for more than two decades as a residual. But at least the route passenger trains remain suitable for participation in the project of development of railway tourism of Ukraine.

Rich natural and recreational resources of the Transcarpathian region, such as mineral water, forest, landscape, hydrological, speleological resources, and objects of nature reserve fund are not used in full. It is including through weak communication availability potential for development in the tourist-recreational purposes territories and unsatisfactory condition of production and transport infrastructure tourist and recreational complex in mountain areas. Here, one of the main objectives of effective use of the competitive advantages of tourism industry in the Carpathian region is the availability of specialized infrastructure modes. And also it is including narrow-gauge track, which at the same time can use the large groups of tourists [1].

The strategy of tourism and resorts development of Ukraine for the period until 2022 aimed at solution of problems of tourism complex develop-

ment, hospitality, resorts, Spa care, support the creation and modernization of tourism infrastructure, ensure the quality of tourism and services, the effective use of the existing tourism potential.

The problem of Ukraine in the field of tourism and resorts does not play the proper role in the formation of favorable macroeconomic dynamics and the budget revenues. At the international tourism market national tourism product and natural healing resources of Ukraine rated as less attractive and competitive than in other countries.

Ukraine annually attracts over twenty million of entry (foreign) tourists, including organized purpose – only about a million people. In recent years observed reduction of inbound organized flow by 10% [6].

This shows the dominance of destructive trends in the tourism market of Ukraine, the prevalence of spontaneous trips in total visits.

Ukraine loses in the competition, lagging behind the leading countries in terms of development of tourism infrastructure in 5-15 times. The most significant gap is observed in terms of provision of hotel services, the number employed in tourism per 1,000 citizens, the number of labor costs for the purchase of the right of stay in the hotel and other Rates and structure development of tourism and resorts of Ukraine is not correspond to the modern requirements [7].

Leading States of the world with the help of specific measures of state support and stimulation actively contribute to the development of domestic and inbound tourism, given several reasons. In today's globalized world leading States of the world given a proper assessment of the big advantages of the tourism industry. Tourism contributes to the growth of employment (including in the so-called problem areas), diversification of the economy (because the sphere of tourism and resorts associated with the work of more than 50 branches), increases the innovativeness of the national economy. Tourism contributes to the preservation and development of cultural potential, leads to the harmonization of relations between different countries and peoples, the preservation of ecologically safe environment. In addition, tourism is one of the factors the implementation of the foreign policy of the state [3].

Thus, according to the World Tourism Organization (WTO), one monetary unit invested in the development of tourism, hospitality and resorts,

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provides a multiplier effect on the growth of value added in the amount of from 4 to 6 units of money (at the expense of engaging potential related industries).

According to the World Tourism Organization since 1990, the amount of income from international tourism is growing on average by 9 % per year, while the number of international tourists by 4 %.

Tourism's share in the world gross national income is about 10 %, while the share of international tourism accounts for 8 % of total world exports and about 30 % of world trade [2].

The positive development of tourism and resorts can be a significant factor in accelerating economic growth, employment support, structural modernization of the economy, filling the budgets of all levels.

Purpose

The aim is to create conditions for accelerated development of tourism and resorts, making it a highly efficient, integrated into the world market industry on the basis of wide use of innovative technologies customer service (provision of services) with the use of adapted global experience of the mechanisms of interaction between government, business (employers) and consumers.

For the development of tourism it is necessary to create conditions for accelerated development of tourism and resorts with the use of mechanisms of state support, to introduce appropriate economic and legal conditions for attracting investments in the development of modern tourism infrastructure, promotion creation in the field of tourism and resorts of new economic-organizational formations; upgrade the basic foundations of hotels, sanatoriums, boarding houses and other accommodation facilities, the creation and promotion of new tourist routes.

The aim of this work is the rationale for the organization of tourist rail transport, the rationale for intensifying the implementation of the project to restore the effective functioning of the mountain railway track width 750 mm in the Carpathian region of Ukraine, with the subsequent potential accession to extensive international travel network.

The recovery and effective functioning of the mountain railways, width 750 mm, in the Carpathian region is economically necessary project. Its implementation will enable the local communities

in mountain regions closer to each house all the delights of civilization and, consequently, to stop migration processes caused by unemployment.

Findings

In the world there are very successful examples of organizing tourist routes using railway transport. For example, there is Konkan Railway in India, which runs along the coast Konkave. Travelers can enjoy breathtaking views, the beaches of the Arabian Sea, gushing waterfalls, and distant mountains. But in Canada, tourists can ride on the world famous luxury train, which takes place in daylight through the wild beauty of Western Canada and is the best way to admire the grandeur of the Canadian Rocky Mountains.

In Indonesia, the tourists are offered alongside tea plantations, rice fields, cascading streams and pastoral villages by Argo Gede Train from Jakarta to Bandung.

In Switzerland offers a unique sightseeing trip along the circular route on modern rack railway. The first point is a mountain pass Kleine Scheidegg, situated at an altitude of 2 061 meters, at the foot of the famous mount Eiger North Wall. From here the railway "Jungfrau" rises to the station Eigergletscher, known for its mountains-sky restaurant and kennel, which contains polar dogs. Further the route runs through the Eiger tunnel to the stations of Eigerwand and Eismeer, each of which is delayed by five minutes. Tourists can enjoy the breathtaking scenery that opens through the large observation window, carved in solid Alpine rock. And then the train arrives at the Jungfrauoch, in the heart of the magnificent ice world. Magnificent views extend all the way to the peaks of the Vosges Mountains in France and the Black Forest in Germany. With Jungfrauoch starts Great Glacier with a length of 22 km, which is the longest ice stream in the Alps and the Top of Europe. Switzerland is also popular among tourists by Glacier Express, which crosses the viaduct Landwasser. Express comes from the town of Zermatt in the city of Davos or St. Moritz approximately seven hours. During the trip, the train crosses 291 city, 91 tunnel and passes through the Oberalp Pass at its highest point, at the height of 2 033 meters. In South Africa, Rovos Rail is respectively private railway company offers tourists the trains-hotels.

Kuranda Scenic Railway in Australia "snake" up the mountain Macalister Range. Tropical gar-

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dens railway station Kuranda is a famous tourist sightseeing. Going down the slope, railway track “cut” the Barron Gorge National Park. Tourist train stops near the site, which offers breathtaking views of the Barron falls. Driving further along the route, you can see a whole series of smaller waterfalls that are located just a few meters from the train route.

Railroad Chemin de Fer de La Mure, France is one of the beautiful seashore tourist railways in Europe. Tourists’ are breathtaking views of the dam, lake and mountain landscapes [13].

And here in New York in great demand among tourists is “hinged” the High Line Park. Yesterday over ground railway, which passed through the industrial areas of Manhattan, had a fatal name “avenue of death”. Today it is a green artery, which shaft runs through the city. Americans have developed one of the first examples of urbanization, industrial area, which up to this time is the most unique project worldwide: a Park area is located on the bridge and repeats the route of the railway. Of course, large-scale reconstruction of the surrounding slums and abandoned bridge requires considerable expenditure. But the result was worth every cent of the \$ 50 million spent on this project. The work done by the authors of the Park, demonstrates the perfect combination of historical values and the latest technology in the field of design [12].

It can be marked the several unique railway in the world. So, the food market the Maeklong Market Railway in Thailand is located on the railroad tracks. Several times a day shopkeepers quickly packed their food trays and lower canopies to miss the train. After train sweep through the market, boxes of food return to its original position and the buyers go back on the rails, which serve as a passage through the market.

Railway track Napier-Gisborne Railway in New Zealand is unique in that it crosses landing strip of Gisborne Airport. Trains have to stop and ask in the control of air traffic permission to travel to cross the runway and way down the line. There are successful examples of tourist Railways. Widely known is the “train to the clouds”, which operate on the Railways of Argentina. The railroad is located at a height exceeding 4 220 meters above sea level, this is the third highest railway in the world. The railway line passes through 29 bridges, 21 tunnel, 13 viaducts, 2 spirals and 2 zigzags.

Through the decision of the designers not to use the transmission system with the help of rack and pinion for traction, the route should be designed to avoid steep slopes. Zigzags allow the train to climb, passing left and right parallel to the slope of the mountain.

Successfully works and Thai-Burma railway, also known as the “Road of Death” is 415 km railway between Bangkok, Thailand and Rangoon. More than 100 000 people died during the construction of this railway. The train hugs the side of the cliff and passes through several fragile wooden bridges.

Railway station “Gyeonghwa” in the South Korean area Jinhae, where there are 340 000 cherry trees during their flowering is quite popular among tourists.

Railroad Montaner connects the station to Chamonix, situated at an altitude of 1 035 meters above sea level, and the Montenvers station, located to Shawano at a height of 1 913 meters. This station is located in close proximity to the largest glacier in France Mayor de Glace and it is this factor that determines the appearance of this railway, and is very popular among the tourists. Instead of the usual two rails here are three of them. The third is cogged rail. It is using its main car through the gears in motion a train. The path train runs along the wooded mountain slopes.

Originality and practical value

With the purpose of tourism development should stimulate the development of tourism infrastructure designed for the mass market with year-round visits, primarily in historic cities, as well as in the framework of the national historic, historical, cultural and architectural reserves

During the planning of the infrastructure necessary to consider the need for development of support services in places of mass stay of tourists (medical assistance, tourist information centers, rest areas, toilets, paragraphs telephone and electronic communications, the shops of Souvenirs and so on) [4].

The important element in the promotion of the national tourist product is the creation of tourist information – specialized agencies, equipped with modern technology that can in the shortest possible time to provide tourists and other travelers with

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useful information about the tourist potential of Ukraine, as well as certain services.

Financial support tasks should be carried out by Ukraine's state budget, regional budgets, local budgets, own funds of enterprises and organizations of the international organizations, including grants to attract private, including foreign investment [11].

In the accomplish for the tasks to be achieved the following results: increase in the percentage of tourism and resorts in the structure of gross domestic product (GDP) to the level of developed countries (less than 6 %); increase in the number of employees in tourism and resorts to the level of developed countries (8 workers per 1 000 population); the increase in total number of rooms in hotels and other certified (accredited) funds up to the level of developed countries (at least 6 rooms per 1,000 population); the creation of an effective system of monitoring (audit) the quality of tourist services in accordance with the adapted world experience; creating an attractive investment climate to attract investments in the broad development of tourism, engineering, transport and utility infrastructure, improving the safety of tourists, providing effective protection of their rights and legitimate interests of preservation of the property.

In this paper, the first formulated the basic tenets of the theory of strategic management of tourist traffic in terms of incorporation of rail transport on the basis of its competitiveness in the transport market, the emergence of private railway operator, the possibility of using the existing narrow gauge lines in private ownership, enabling consumer demand in Ukraine and Europe cheaper tourist traffic and get more profit to the government.

The practical significance of the paper is:

- creation of the effective mechanism of state support of development of tourism and resorts, including by implementing public-private partnership;

- the widespread practice of mutual consultations between the state (represented by the relevant authorities), business (represented by the respective organizations and employers' organizations) and consumers (represented by the relevant public organizations and unions of consumer protection), including in the framework of the social dialogue;

- the preservation of objects of national, scientific and cultural-historical heritage, which is simultaneously used as objects of tourism interest, the

formation of these objects of tourist infrastructure.

Conclusions

For the development of tourist train travel it should be complex organized the work, including efforts to upgrade the narrow-gauge track of the forestry complex of Transcarpathia.

If you recall the story, you need to decree "About the organization of the Forest Service in the Transcarpathian Ukraine", adopted January 12, 1945, which authorized by the People's Council of Transcarpathian Ukraine (NRZU) on resort (department) for forestry Mykola Tsuperyak. According to this document, "all movable and immovable state property in Transcarpathian Ukraine, which is or placed under the Office of the Commissioner for NRZU forestry, including all forests, land, warehouses, wood, lumber mill, forest railway, water facilities rafting on wood, tools, etc. are under the leadership council of four directorates of state forests with its headquarters in Uzhgorod, Mukachevo, Bushtynovo and Rahov directly subordinate to the Commissioner NRZU for forestry.

August 30, 1945 the People's Council of Transcarpathian Ukraine (NRZU) was adopted the decision "About streamlining operational management of forest". There were organized 11 Forestry Administration on its territory (Uzhgorod, Dubrnytsky, Zhornovskyy, Svalyavsky, Kushnytsky, Bushtynovo, Hust, Ust-Chorna, Velykyi, and Rakhiv, Yasinya), which united in trust "Zakarpatisprom". The one of the main tasks was created Forestry Administration restoration of narrow-gauge tracks of forest railway, which were destroyed by retreating Hungarian troops.

In general, the liberation of the region in the idle state through blown bridges, retaining walls destroyed, dismantled rack was located 550 km narrow-gauge tracks routes. The high rate of restoration work on the narrow-gauge tracks routes indicates that as of October 1, 1945 became the order of 450 km narrow-gauge tracks railways operated 27 locomotives and 409 wagons.

Simultaneously with the restoration of the railway tracks and forest roads infrastructure has been restored and work Perehyn, Teresvianskoy and Savelovsky locomotive car-repair workrooms.

The season of tree cutting – spring and summer of 1956 were the last. The director of Minlisderevpromu USSR Orlov, after visiting Canada

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and exploring there the technology of removals from forests, has decided to discontinue alloy forest enterprises, which were part of the trusts “Zakarpatlisprom”, “Prykarpatlisprom”, “Chernivetsklisprom”. But today, when the Transcarpathian region experienced the devastating effects of flooding more obvious is the great water regulation role played erected in the upper mountain rivers and dams alloy dictated the need for continuous adjustment of the channel, including through the construction and maintenance of trees’ wooden kashyts that protected the river banks from erosion.

The forest narrow-gauge track railway, in particular Ust-Chernansky, “survived” the tree cutting little more than forty years. This narrow-gauge track railway was the most powerful among others. The total length of its ways was reached to 252.7 km, maintenance and 226 km from the most remote regions of the wood was delivered 11 locomotives, 9 diesel, and 2 rail motor cars. Powerful was the car fleet, which consisted of about 340 cars of different types. It’s a shame that destroyed the November 1998 floods Ust-Chernansky forest railway, initiated by the Austrian firm in 1887, having 120 years old, ceased to exist.

In April of 1894 on the Tarasivka River of the village was the flood which destroyed built just three years before the plot of the narrow-gauge track railway of the village Tarasivka-Pidplesha. Its restoration began only after 47 years in 1941. So perhaps not all is lost yet, and ever again, as in the 30th of the last century, tourists will have the opportunity to admire the magnificent views of our mountains, the comfort of the car, “forest tram”.

Building the forest narrow-gauge tracks in the 50th – 60th years. In 1950, the order was set Ukrlispapirpromu category of narrow-gauge track railways. The eleven existing at the time the highest forest narrow category and was awarded Perechyn, Svaliava, Kushnytskyi, Teresvyanskiy, Bohdan Velykyi and narrow-gauge tracks railways. Second category received Lyutyanska, the III – Zhornavska, Hust, Lazyschynska (Yesinia Forestry Administration) and Volchansk Slaljava Forestry Administration.

During 1951 the Forestry Administration were taken to lower stocks 1 240 thousand m³ of wood. The vast majority of this amount was transported by narrow-gauge tracks.

Among the ambitious projects of this period, the most notable were the search engine spiders and complete vehicle design development Yere-

myskoho forest area Velykyi Forestry Administration and Recovery of narrow-gauge tracks “Wasp” of Svaliava Forestry Administration. As to the first draft, it was a necessity due to the fact that in the forests of Central Rivers Kobyletska-Polyansky forest points Velykyi Forestry Administration where old growth forests stock at that time amounted to 279. 3 thousand m³, 12 km from NGR any timber transportation routes were available.

As for the rehabilitation project of the narrow-gauge tracks “Wasp” of Svaliava Forestry Administration length of 10 km, which is adjacent to the station of the same name Lvov Railway broad gauge, its turnover amounted to 17 thousand m³ of timber per year. The value in cubic meter narrow carriage decreased from 8.30 rubles (as it was for horse removal) to 0.75 rubles.

To expand the network of narrow-gauge tracks was the notable step in 1955. In particular, plans for capital construction included the construction by Perechynskym forest combine 18 km stretch of narrow-gauge track in the tract Lumshor.

At that time it was also reconstructed the branch to Turia-Polyan, rapidly built a narrow gauge track from Turia-Remedy to Lumshor. It was continued and narrow-gauge track of the Svaliavsky railway and narrow-gauge track of Ust-Chernansky forest combine.

Yasiniaskiy forest combine was issued targets to continue 4-kilometer brunch “Kozmeschyk” in order to bring the total length of roads in the enterprise to 22 km. In rationale for the construction of the narrow-gauge track main emphasis on the fact that because of the large areas of waterlogged wood export for further alloys is impossible. The justification of cost-effectiveness was based on the fact that the transportation of cubic meter of wood in the distance carting cost 13.62 rubles, while the cost of transportation when using Diesel locomotives was only 0.40 rubles.

The considerable attention was paid to the development of forests Rachivshchyna.

In the second half of the 50th years the following results of the meeting by the Order of the Ministry of Wood Industry Forestry Administration were allocated 240 tons of rails to update narrow-gauge tracks.

January 1, 1960 on narrow-gauge tracks of “Zakarpatlis” there were 96 locomotives and 1507 wagons of total capacity of 15.638 tons. The total

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length of narrow-gauge tracks lines was 1 013 km, operational – 935.3 km.

Within the forestry combine the things were looked so. The most powerful, as in the previous years, remained narrow-gauge track of Ust-Chernansky forestry combine where the total length of railways was 242.1 km. The second length tracks, expanded length were 147 km, operational – 135 km narrow-gauge track was Svaliava forest combine. The narrow-gauge track of Dubrynytskoho forest combine though dominated Rakhovsky by the developed length tracks – 134 km, but inferior to it by the number of traction and rolling stock. The fifth step the length tracks – 107 km – occupied narrow-gauge track of Kushnytskoho forest combine. Almost the same power and small narrow-gauge track of Bushtynskoho forest combine, where the length of all lines was 104 km. As for narrow-gauge track Velykobyckivskoho and Yasinianskoho forest combines, the length of their tracks was respectively 50 and 21.8 km.

The first signs of the gradual reduction in the volume of removals narrow-gauge track had already trust “Zakarpatlis” became visible in 1963.

With the transfer of forestry management to trust “Zakarpatlis”, and create on their basis 14 forest combines, held widespread logging roads. There were built 125-135 km of paved roads every year.

Due to the need to urgently develop of wind wood, especially the active construction of roads was carried out in 1965. A significant portion of the roads were built on the territory of Yasinianskoho forest combine (in tracts Markovets, Okoly, Stanislav, Baginski, Daviana, Lopushanka, Svydovets, Kovalivka, Menivlianka and others). In general for a short period it was restored 60 and rebuilt 58 km of roads. Despite this, the narrow-gauge track at this company continued to play a prominent role in the export wind wood. In particular, about 200 thousand m³ of wood, 45.2 thousand m³ were transported by railway, 154 thousand m³ by log trucks taken in 1964.

Given the intensive construction of roads the length of narrow-gauge tracks reduced in 1966: general – from 1 013 to 951.5 km, operational – from 935.3 to 510 km. Most significantly during this period decreased total length of narrow-gauge tracks: the Svalyavskoho forest combine – from 147 to 18 Dubrynytskoho – from 143.7 to 59, Velykiy – from 50 to 27 km. At removals car carts

completely switched Zhornavskyy, Perechynskiy, Bushtynskiy, Uzhgorodskiy, Hustskiy and Mizhgirskiy forest combines.

The forest narrow-gauge tracks in the 70-80th of the XX century. The beginning of 70th in the forest industry was marked not only structural changes, but also the development of a number of new industries. Since January 1966, in connection with the liquidation of the Soviets nation’s economy trust “Zakarpatgas” entered the newly formed Ministry of forestry, pulp and paper and woodworking industry of the USSR. This was the period when was started a powerful furniture complexes which located in the Svaliavskomu forest combine and Teresviavskomu woodworking plant, each of which produced furniture in the amount of 12 million rubles per year. As for removals, starting from 1970, the amount does not exceed 1 500 thousand m³ annually. In particular, in 1970 the figure was 1 414 thousand m³.

The basic amount of wood is 1 000 thousand m³ was taken away by automobile transport. At that time, diesel locomotives and the exportation of wood worked only in 6 forest combines – Ust-Chernansky, Rakhivsky, Kushnytskomu, Dubrynytskomu, Bushtynskomu and Teresvyanskomu. Overall was taken away about 400 thousand m³ of wood by narrow-gauge tracks. At the same time, since 1970th, the issues of building narrow-gauge tracks almost “fall” from the perspective plans of trust “Zakarpatlis”. In particular, take steps in production and comprehensive utilization of raw materials for 1970-1975 was not a single item that would be dealt with narrow-gauge tracks. [9].

Today, for the development of domestic and inbound tourism should restore existing and build new narrow-gauge tracks, develop and build special rolling stocks, so-called “tourist train” for different populations categories, develop travel routes, upgrade infrastructure hotel and food businesses, build review grounds, provide training and training of qualified personnel, to develop a series of promotional and informational activities to attract Ukrainian and foreign tourists.

To start these work preferably from the Transcarpathian region, because there are many a monuments of architecture, history and art. For example, tourists will have the opportunity to visit castles (Palanok, Nevytsky, St. Miklos, Schonberg, Kankov, Uzhgorod, Dovzhansky, Hust, Bronetskiy, Mint), churches (St. Martin’s, St. Eliz-

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abeth, Ascension, Reformed) Church (Reformed, Strukovska, Assumption, Svyatoduhovska St. Michael, Elijah, St. Paraskeva) monastery (St. Nicholas, Franciscan), reserves (Carpathian Biosphere), wine cellars, caves, springs, geysers, pump room, deer and ostrich farm cheese, waterfalls (Shipot, twisted, Trufanets, Voyovodyn, Skakalo, Horodyliv, Kamianka), museums (rafting, salt copies of folk architecture, wooden churches), lakes (Synevyr, Kunyhunda), thermal pools, valley of daffodils, and even see where the geographical center of Europe!

It should be provided the rights to rest, freedom of movement, restoration and health promotion, a safe and healthy environment, and cultural requirements and other rights fixed by the Constitution of Ukraine; tourism safety, protection of rights and interests of tourists and other subjects of tourism activities and associations, rights and interests of owners or users of land and buildings; preserve the integrity of Ukraine tourism resources, their sustainable use, protection of cultural heritage and the environment, consider the state and public interests in Planning and building areas; create favorable conditions for the development of the tourism industry and support the priorities of tourism activities.

The main priorities of state policy in the field of tourism should be: improving the legal framework regulating relations in tourism; ensure the establishment of tourism as a highly profitable sector of Ukraine's economy, encourage domestic and foreign investment in the development of the tourism industry, creating new jobs; development of inbound and domestic tourism; increased international cooperation, strengthening of Ukraine in the global tourism market; creating favorable conditions for tourism development by simplifying and harmonizing tax, currency, customs, border and other regulation [10].

For the development of railway transport is necessary to provide tourist development programs at the national and regional levels, forming small railways construction of rolling stock for train travel, bringing as required infrastructure for the use of tourist trains develop joint management mechanism tourist routes of public and private enterprises.

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НАПРАВЛЕНИЯ РАЗВИТИЯ ВНУТРЕННЕГО ТУРИЗМА В УКРАИНЕ

Цель. Каждая из стран мира большое внимание уделяет развитию туризма в своей стране, так как значительную часть поступлений в бюджет составляют именно доходы от предоставления туристических услуг. Украина столкнулась с проблемой существенного снижения объемов туристических потоков, старения основных фондов, отсутствия инвестиций на их обновление. Цель статьи заключается в разработке оптимального механизма управления туристическими потоками, обосновании необходимости развития въездного и внутреннего туризма. **Методика.** Теоретическую и методологическую основу исследования составляют системный анализ проблем обеспечения конкурентоспособности туристической отрасли в сфере пассажирских железнодорожных перевозок, теоретические положения экономической науки в области эффективности внутреннего и въездного туризма и управления туристическими потоками. **Результаты.** Автором разработан усовершенствованный механизм управления туристическими потоками, который отличается от существующего расширением сферы услуг туристам на территории Украины. Предложен анализ развития въездного и внутреннего туризма, восстановление узкоколеек, а также создание специальных туристических поездов. В результате выполнения поставленных задач должны быть достигнуты следующие результаты: 1) повышение доли сферы туризма и курортов в структуре валового внутреннего продукта до уровня развитых стран; 2) доведение количества работников сферы туризма и курортов до уровня развитых стран; 3) увеличение общего количества номерного фонда в гостиницах и других сертифицированных средствах размещения до уровня развитых стран; 4) создание эффективной системы мониторинга качества предоставляемых туристических услуг; 5) создание привлекательного инвестиционного климата для широкого привлечения инвестиций в развитие туристической, инженерно-транспортной и коммунальной инфраструктуры, 6) повышение безопасности туристов, обеспечение действенной защиты их прав, законных интересов и сохранности имущества. **Научная новизна.** Автором приведено теоретическое обобщение и новое решение научной задачи. Они проявляются в разработке теоретических и методологических подходов к обоснованию организации туристических перевозок железнодорожным транспортом, и активизацию работ по реализации проекта по восстановлению эффективного функционирования горных железных дорог шириной 750 мм в Карпатском регионе Украины, с последующими возможностями их присоединения к разветвленной международной туристической сети. **Практическая значимость.** Рационально принятые меры согласно предложенным автором направлениям управления туристическими потоками позволят существенно повысить поступления в бюджет страны от туризма.

Ключевые слова: туризм; туристический поток; туристический маршрут; туристический поезд; узкоколейка

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НАПРЯМКИ РОЗВИТКУ ВНУТРІШНЬОГО ТУРИЗМУ В УКРАЇНІ

Мета. Кожна з країн світу велику увагу приділяє розвитку туризму в своїй країні, тому що значну частину надходжень до бюджету складають саме доходи від надання туристичних послуг. Україна зіштовхнулася з проблемою суттєвого зниження обсягів туристичних потоків, старіння основних фондів, відсутності інвестицій на їх оновлення. Мета статті полягає в розробці оптимального механізму управління туристичними потоками, обґрунтуванні необхідності розвитку в'їзного та внутрішнього туризму. **Методика.** Теоретичну та методологічну основу дослідження становлять системний аналіз проблем забезпечення конкурентоспроможності туристичної галузі у сфері пасажирських залізничних перевезень, теоретичні положення економічної науки в галузі ефективності внутрішнього та в'їзного туризму й управління туристичними потоками. **Результати.** Автором розроблено удосконалений механізм управління туристичними потоками, який відрізняється від існуючого розширенням сфери послуг туристам на території України. Запропоновано аналіз розвитку в'їзного та внутрішнього туризму, відновлення вузькоколійок, а також створення спеціальних туристичних поїздів. У результаті виконання поставлених завдань мають бути досягнуті наступні результати: 1) підвищення частки сфери туризму та курортів у структурі валового внутрішнього продукту до рівня розвинених країн; 2) доведення кількості працівників сфери туризму та курортів до рівня розвинених країн; 3) збільшення загальної кількості номерного фонду в готелях та інших сертифікованих засобах розміщення до рівня розвинутих країн; 4) створення ефективної системи моніторингу якості наданих туристичних послуг відповідно до адаптованого світового досвіду; 5) створення привабливого інвестиційного клімату для широкого залучення інвестицій у розвиток туристичної, інженерно-транспортної та комунальної інфраструктури; 6) підвищення безпеки туристів, забезпечення дієвого захисту їх прав, законних інтересів і збереження майна. **Наукова новизна.** Автором наведено теоретичне узагальнення й нове вирішення наукової задачі. Вони виявляються в розробці теоретичних та методологічних підходів до обґрунтування організації туристичних перевезень залізничним транспортом, та активізації робіт із реалізації проекту щодо відновлення ефективного функціонування гірських залізниць колії шириною 750 мм в Карпатському регіоні України з подальшими можливостями приєднання до розгалуженої міжнародної туристичної мережі. **Практична значимість.** Раціонально застосовані заходи відповідно до запропонованих автором напрямків управління туристичними потоками дозволять суттєво підвищити надходження до бюджету країни від внутрішнього туризму.

Ключові слова: туризм; туристичний потік; туристичний маршрут; туристичний поїзд; вузькоколійка

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