

BUSINESS COMPETITIVE ADVANTAGES IN TOURISM

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Tourism is one of the priority sectors of the developed countries of the modern world. Recently, the development of tourism is a problematic issue for many countries at local, regional, national level. Created a number of programs, projects, events, conferences, seminars. All this is carried out with the aim to increase, improve, modernize an already existing state of tourism in certain areas. At the same time, you should take into account the fact that tourism is a process, it routes. Therefore, it is necessary to analyze travel processes, routes, territories, for the purpose of allocation of zones, the direction of the main flow of tourists. Kharkiv region is a region of primarily industrial areas, at the same time is rich in natural resources and interesting historical and cultural heritage in the future could become a competitor not only to the regions of Ukraine but also the world in General.

The development of tourist industry in Ukraine is at the stage of popularization of the already existing "pearls" of the country, however, quite little attention is paid to prospects of development of new facilities. The program of development of tourism in the regions of Ukraine need simultaneous financial support from the state and business. What of course for the budget funds will improve transport and other infrastructure, and themselves in tourism and recreation projects are encouraged to invest by the investors. Complex geographical task is to find reasons which would give an opportunity to determine the sequence of engaging in the tourism and recreation projects and territories in the region.

In this study analyzed not only the availability of types of tourism areas, but also the accessibility of various tourist points, relative to the center region. It was found that the tourism potential of the districts of Kharkiv region, conducive to the development of green, historical, architectural, water, cruise, festival, nostalgic, walking, business, sports tourism, diving. Therefore, given that development programmes at the local level already exist but are not implemented, the study's author suggests to consider also the aspects of its research and to improve their implementation capabilities of the country and business, which consequently will bring the region.

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