

## **Abstract**

### **STRUCTURAL REORIENTATION OF TOURISM INDUSTRY OF UKRAINE**

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Ukraine is now having difficult times. Enterprises of national economics are under the negative influence of some factors of mega and macro environment that are unpredictable by their character and that is why it is impossible to envisage possible vectors of development in separate sectoral components. Tourism as multisectoral and multifunctional phenomenon is characterized by the highest level of elasticity from natural, general economic, social and political changes in any country—potential destination. Investigations testify to the fact that political and social-economic instability influence the tendencies of tourist enterprises development. Comparative analysis of national tourism profile in the countries that survived similar situation shows that in Ukraine we have preconditions for recovery and gradual emergence of tourist enterprises on the stage of life cycle ‘stabilization’ and ‘growth’.

Considering the problems and challenges that exist now in the sphere of tourism in current socio-economic situation, members of tourist market of Ukraine developed, on the platform of public-private partnership, the program of action for the nearest perspective, which facilitate the recovery of this promising for the country sector of the economy.

Definition and identification of changes character in the tourist sphere of the country on the basis of theoretical-praxelological generalization of successful experience will provide the development of methodological basis of strategic planning of objects’ development on macro and micro levels, the development of normative- legal, economic and socio-political mechanisms of flexible development of the enterprises on the qualitative new basis.

**Key words:** tourism, enterprise, tourist destination, factors, strategy, mechanism of development.