

- lack of a systematic approach;
- the lack of interconnection of programs, investment projects with regional priorities and interests, as well as trends in the development of the social sphere of the region;
- the lack of information support for the implementation of socio-economic development programs, the creation of a positive image of the program both in the region (for mobilizing internal resources) and abroad (for attracting partners and potential investors to the region's economy).

The state of the economy of the regions in recent years shows the weakness of regional governance, and the acuteness of accumulated problems requires a fundamentally new approach to their solution. The main task today is to create an entirely new management concept for the development of regions that reflects the problem of a global-oriented economy and contributed to the creation of self-regulation and self-development mechanisms in regions that could maximize the use of their internal capabilities.

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REGIONAL DEVELOPMENT OF THE TOURISM INDUSTRY

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Today, the conceptual foundations of the formation of tourist regions are controversial as the methodology of strategic development for tourist regions is not sufficiently developed, some specific characteristics of these regions are not fully accounted for in the formation of long-term programs for their development.

The conceptual foundations for the development of the tourism industry and the improvement of its structure in the region of research outline application of the

key strategies such as [2]: 1) marketing; 2) resource; 3) strategy of tourism resources management.

Such researchers as [1; 3] O. Lyubitsev, M. Kostritsa, I. Smal, M. Malskaya, V. Kifiak, A. Sarapin, L. Marmul, D. Stechko are engaged in studying the tourism industry. Among the publications of foreign researchers the works of J. K. Holloway, N. Taylor, K. Adams should be noted. However, many problems of regional development of tourism at the theoretical and practical levels still require in-depth researching.

According to the Law of Ukraine "On Tourism" [5], tourism is a temporary departure of a person from the place of residence for health, cognitive, professional, business or other purposes without carrying out paid activities in the place where the person leaves.

The state, in its turn, proclaims tourism as one of the priority directions of the economic and cultural development and creates conditions for tourism activities [3]. Researches are focused on various tourist regions and methodical approaches to formation and implementation of the strategy of their development; proposals for improving the regulatory and legal as well as organizational and economic support for the implementation of the strategy for the development of tourist regions.

One of the top priorities is creation of a positive tourist image of Ukraine and a rational use of its potential. The process of implementation of these activities is fragmentarily shown in Figure 1 [3].

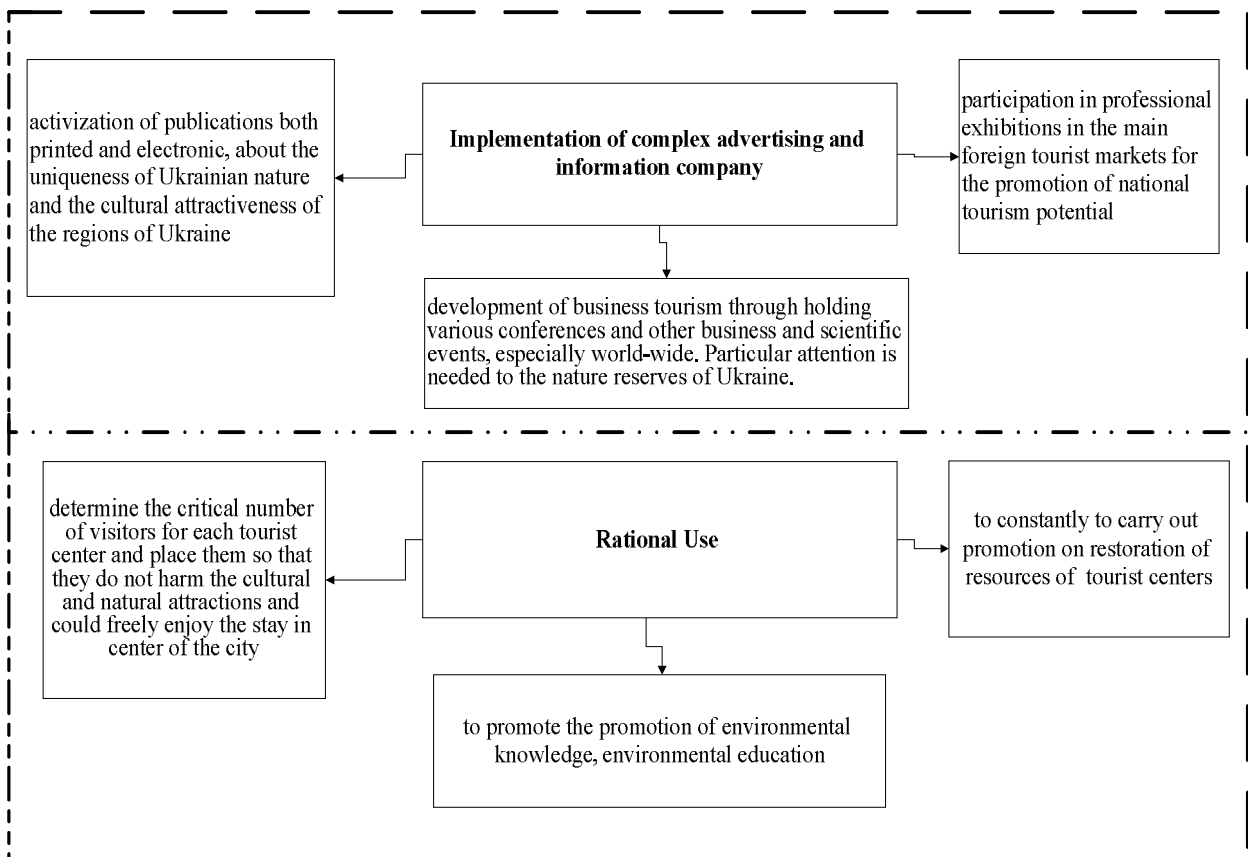


Fig. 1 - The process of tourist regions studying

The reform of the tourism industry should be comprehensive and not be limited to a rational use of the existing resource and recreational potential of the region [1].

In the framework of this study it is expedient to distinguish the concept of a tourist region.

The tourist region is an area that has the objects of tourist interest and offers a certain set of services necessary to meet the needs of tourists. A separate complex, a city, a locality, a resort, a district, an area, a country, or even a group of countries, which a tourist chooses for the purpose of the trip can be considered as a tourist region.

Studying the chosen topic, we also turned attention to the content of the definition "tourist route" which is more often regarded by the researchers and practitioners of the tourism industry as a "direction of tourist movement." Ukrainian experts V. Kifiak, O. Lyubitseva, G. Mikhailichenko hold this view [4; 5; 1].

A regional route (or regional tourist route) should be considered as a pre-planned travel route in a particular region characterized by a planned route of travel through geographic locations within a specified period in order to provide services identified by the program.

Therefore, after researching the basic concepts of "tourist region", "regional tourism" and "tourist route", we can draw the following conclusions: currently there is a large number of definitions of these three definitions in the field of tourist terminology. This situation can be explained by the fact that each scientist in his/her works distinguishes a certain, the most important from his/her point of view aspect of the problem, which is investigated.

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