

## **PROBLEMS AND PROSPECTS OF TOURISM DEVELOPMENT IN UKRAINE**

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According to the UN, every year over a billion people travel to different countries of the world. Tourism, as an independent sector of the economy, provides 10% of the world's GDP and 6% of global exports. Ukraine is a country with great tourist potential. Tourism is one of Ukraine fastest growing industries [1]. Based on population density, the Ukrainian market is more than 50% larger than Hungary, Czech and Slovakia combined. In this paper we consider the importance of tourism development in Ukraine and its future prospects, because this sphere of activity is very important.

The purpose of this paper is to study and explore the current state of tourism in the country and find out its future prospects in the international market. In Ukraine, tourism cannot fully develop due to the unstable political situation. The consequence of this is a decrease in the flow of tourists. But despite this, the government should in every way attract the attention of foreigners with tourist attractions, opening up new opportunities for the development of interesting objects.

A huge obstacle to the development of tourism is the fact that advertising on international tourism is being actively pursued on the tourist services market, while no one talks about domestic tourism with the exception of the Crimea and the Carpathians [2]. Therefore, in order to solve this problem, it is necessary to attract first of all the state and private travel companies, for which the main task will be to popularize domestic tourism. They can use various types of advertising, such as creating booklets and leaflets, conducting various sweepstakes and contests on television or radio, where a potential tourist can view and explore its future destination, etc.

In addition, the cities of Ukraine cannot boast of a variety of tourist services, except for large cities such as Kiev, Kharkiv, Lviv and Odessa, or places of generally recognized recreation zones – the Carpathians. According to many experts in most cities of Ukraine, it is possible to develop various types of tourism, such as: industrial, health, cultural, educational, environmental and other. In order to develop them and work there, it is necessary to make huge investments to create business centers that will lead the development of tourism in a certain region. A large amount of money is needed to restore architectural landmarks which have very important value not only as objects of tourist interest but also in general for the history of Ukrainian culture.

To sum up, we can say that these problems inhibit the development of tourism in Ukraine. However, despite this, experts are looking for many prospects

for improving the quality of the tourism services market in the country. The use of such outlooks will positively affect the improvement of both the economic and social development of Ukraine.

**References:**

1. [https://www.streetdirectory.com/travel\\_guide/206643/europe\\_destinations/tourism\\_in\\_ukraine\\_a\\_new\\_industry\\_but\\_more\\_and\\_more\\_important.html](https://www.streetdirectory.com/travel_guide/206643/europe_destinations/tourism_in_ukraine_a_new_industry_but_more_and_more_important.html)
2. <http://skole.com.ua/ru/papers/13-turizm/36-turizmurproblemi.html>

## **PROS AND CONS OF EFFECTIVE ADVERTISING IN PHARMACEUTICAL BUSINESS**

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Advertising, as an integral part of the marketing of any company, can be used as the main way to attract more customers. Not every industry advertising campaign may be suitable. In the pharmaceutical industry there are more and more disputes over advertising, so the question arises: what are the pros and cons of advertising in pharmaceutical business?

The biggest advantages of advertising are the functions that it performs, such as: to draw attention to the product, to indicate its specifics, to inform, to influence the audience of consumers. In terms of Internet marketing, pharmaceuticals are considered to be one of the most problematic areas: competition between manufacturers and providers of medical services is too high, therefore many legislative restrictions prevent the promotion of the segment in the usual ways. This can be considered the main disadvantage.

Advertising can be created for each of the categories of medicines: food, hygiene products, medicines for outdoor and indoor use, medical equipment, children's products and other types of goods.

There are several obvious advantages of advertising for consumers: the introduction of the population to a healthy lifestyle through advertising the use of natural food additives and vitamin preparations; advertising informs about the additional benefits that the buyer acquires by buying goods; the possibility of attracting the attention of a wide audience to a product or brand, especially to a previously unknown product for which demand is yet to be formed.

There are also visible disadvantages of advertising: emotional advertising does not always cause understanding, especially the practice of applying advertising to consumer emotions; there is a myth about the unlimited power of advertising, with which you can supposedly sell anything; in a society there is no complete confidence in the advertisement, which is associated with unfair advertising, and sometimes deception.