

SCIENTIFIC LETTERS
OF ACADEMIC SOCIETY OF MICHAL BALUDANSKY



ISSN 1338-9432

5 $\frac{5A}{2017}$

EDITORIAL OFFICE:

**Academic Society
of Michal Baludansky,**
Humenská 16,
040 11 Košice, Slovakia,
tel.: + 421 (0)903 275 823
e-mail: asmiba@asmiba.sk

EDITOR IN CHIEF:

▲ Ing. **Lenka DUBOVICKÁ**, PhD.,
Vice-president of Academic Society
of Michal Baludansky, Slovakia,
University of Central Europe of Skalica,
Slovakia

DEPUTY EDITORS IN CHIEF:

▲ Ing. **Peter TULEJA**, PhD.,
Technical University of Košice,
Slovakia
▲ Ing. **Michal VARCHOLA Jr.**, PhD.,
Technical University of Košice,
Slovakia

EDITORIAL ADVISORY BOARD:

▲ Dr.h.c.mult. prof. Ing. **Miroslav
BADIDA**, PhD., Technical University of
Košice, Slovakia
▲ Dr.h.c. prof. Dr. **Yuriy BOSHITSKIY**,
PhD., Kyiv University of Law of the
National Academy Sciences of Ukraine,
Ukraine
▲ prof. Dr. **Mihály DOBRÓKA**,
University of Miskolc, Hungary
▲ D.r.h.c. associate prof. **Badri
GECHBAIA**, DrSc., Batumi Shota
Rustaveli State University, Georgia
▲ D.r.h.c. prof. **Ketevan GOLETIANI**,
DrSc., Batumi Navigation Teaching
University, Georgia
▲ Dr.h.c. Doc. RNDr. **František
JIRÁSEK**, DrSc., International Institute
of Business and Law in Prague, Czech
republic
▲ prof. **Oleksandr NESTEROV**, DrSc.,
Ural Federal University of Ekaterinburg,
Russia
▲ prof. **Olha RUDENKO**, DrSc.,
Chernihiv National University of
Technology, Ukraine
▲ prof. Dr. **Oleg SINEOKIJ**, DrSc.,
Zaporizhzhya National University,
Ukraine
▲ Dr.h.c. Ing. **Heidy SCHWARCZOVÁ**,
PhD., University of Central Europe of
Skalica, Slovakia
▲ Academician of RAES **Vasil
SIMCHERA**, DrSc., Russian Academy
Economics Sciences, Russia
▲ Dr.h.c. prof.h.c. Ing. **Michal
VARCHOLA**, PhD., President of
Academic Society of Michal Baludansky,
Slovakia
▲ prof. **Tomasz WOŁOWIEC**, PhD.,
University of Information Technology and
Management in Rzeszow, Poland

TO OUR READERS



This Journal, Scientific Letters of Academic Society of Michal Baludansky has been conceived by the founders of Academic Society of Michal Baludansky as a printed platform for exchanging knowledge between university scholars and experts from different countries who take a keen interest and activities of the outstanding scientist, educator and statesman Michal Baludansky. The journal is published six times a year. The fifth A issue of year 2017 is devoted to the **Volodymyr Hnatiuk Ternopil National Pedagogical University** and the members of the **International Pedagogical Club "Professional Portfolio"**.

Volodymyr Hnatiuk Ternopil National Pedagogical University is one of the oldest higher education institutions in western Ukraine, which is now established as a recognized education and culture, science and methodology centre of pedagogical education in Halychyna. Its history dates back to 1620 when a brethren school was opened and provided the training of primary school teachers. Volodymyr Hnatiuk Ternopil National Pedagogical University is modern state-owned educational institution which is one of the leading pedagogical institutions of Ukraine and the regional center of pedagogical education in Western Ukraine. According to the ranking of higher educational institutions of Ukraine the university belongs to the top three humanitarian and pedagogical universities, and has been awarded a Laureate Diploma of International Academic Rating of popularity and quality "Gold Fortuna". The university comprises 9 departments, 1 institute and centers of pre-university training and postgraduate educational. 39 subdepartments currently employ 533 teachers, including 1 academician of Academy of Pedagogical Studies of Ukraine, 1 corresponding member of Academy of Pedagogical Studies of Ukraine, 7 academicians of specialized academies, 53 Doctors of Sciences, professors, and 352 Candidates of Sciences, associate professors. There are close to 4500 full-time and part-time students studying at the university, 5 dormitories, 6 gyms, an indoor training area, a stadium, biological station, medical care center, sanatorium-preventorium, computer labs providing access to the Internet, library, reading halls, dining hall and cyber-café are designed to serve the students' needs. The University provides opportunities for professional mastering specialties and specializations, allowing graduates to feel confident in the labour market, creating conditions for mastering innovative teaching and information technologies. In general, today the university concentrate efforts on training highly qualified specialists, young, educated people whom our society needs in times of rapid development of science.

The International Pedagogical Club "Professional Portfolio" is the association of teachers of higher and secondary educational establishments whose aim is to share their professional experience, accumulate and preserve the best teaching methods approved in real life classrooms. The Club was initiated by Olena Dobrotvor, the assistant professor of Pedagogy and Psychology of Professional Education Humanities Institute of National Aviation University and Alexander Skakunov, the author of IT-education project "Zero to Hero" who decided to change the format of traditional training courses completely and create the new informal space for communication and constructive work. To explain more clearly, the feedback from colleagues makes it possible to objectively reflect on teaching practices and prove their own professional achievements, be open to the criticism and recommendations, plan more effective approaches to new classroom situations. Since May 14, 2016 the project has registered 48 participants from different regions of Ukraine as well as Slovakia, Poland, Germany, Bulgaria, Georgia (<https://www.facebook.com/groups/234752410224796/?fref=ts>). Among them are the heads of teaching departments of the universities, the authors of educational projects (including those based on online platforms), scientists and school teachers.

The organizers of the Club launched a series of training workshops and alternative so called anti-conferences named «Self-Teacher». In the given format of pedagogical discussions club members inform colleagues on the ways of improving teaching-learning practices and demonstrate working techniques and ways of evaluating training results. **The following issues have already been discussed:** Critical thinking of the young people, their ideas on training and lectures, Learning a foreign language by "ear-mouth-eyes-hand method", Visualization cognitive activity of students in the classroom, Academic integrity, A workshop on poetry for everybody, Establishing criteria for assessment of student's achievements, Probability theory in the interaction between children and students. In the near future they plan to create a permanent International Open Methodical Center the aim of which will be to organize systematic communication between the teachers of different countries, to issue electronic Portfolio to support current teachers, to expand best practices and support international and democratic education.

Lenka Dubovická, editor

ЗМІСТ

- 6 **Абсальямова Яна, Міхненко Галина**
ФОРМУВАННЯ ІНТЕЛЕКТУАЛЬНОЇ МОБІЛЬНОСТІ ЯК ОСНОВИ САМОРЕАЛІЗАЦІЇ МАЙБУТЬОГО ПРОФЕСІОНАЛА
- 9 **Aghaia Maia, Chkoidze Tamari**
О ЗНАЧЕНИИ ИНТЕГРАЦИОННОЙ ТЕХНОЛОГИИ В ПРОЦЕССЕ ЧТЕНИЯ
- 12 **Бахтадзе Екатерина, Палавандишвили Наргиз**
АСПЕКТЫ РАЗВИТИЯ ГОСТИНИЧНОГО БИЗНЕСА В АДЖАРИИ
- 15 **Баранова Ірина, Добротвор Олена**
ДО ПИТАННЯ НАВЧАННЯ УЧНІВ КРИТИЧНОГО МИСЛЕННЯ (МЕТОДИЧНИЙ АСПЕКТ: ПРОБЛЕМИ І ДОСВІД)
- 19 **Beridze Tamta**
PERFORMANCE AUDIT IN THE PUBLIC SECTOR
- 25 **Бутенко Наталія**
РОЛЬ ТРЕНІНГУ У ФОРМУВАННІ ФАХОВИХ КОМПЕТЕНЦІЙ МАГІСТРІВ З МЕНЕДЖМЕНТУ (з досвіду впровадження у Київському національному економічному університеті)
- 32 **Бияк Наталія**
УКРАЇНСЬКІ ТОПОНІМИ В РОБІТІ НІМЕЦЬКОМОВНИХ ПИСЬМЕННИКІВ
- 35 **Добровольська Лідія**
АЛЬТЕРНАТИВНІ ФОРМИ ЗАБЕЗПЕЧЕННЯ ДОШКІЛЬНОЇ ОСВІТИ В УКРАЇНІ
- 38 **Дроздов Денис**
ХАОТИЧНА ЗАБУДОВА ПЕРЕДМІСТЬ ЯК ПЕРЕШКОДА ФУНКЦІОНУВАННЮ ОБ'ЄДНАНИХ ТЕРИТОРІАЛЬНИХ ГРОМАД ТА РОЗВИТКУ МІСТ-АГЛОМЕРАЦІЙ
- 41 **Дроздова Ірина**
ПРОБЛЕМА ФОРМУВАННЯ ОКРЕМИХ КОМПОНЕНТІВ ПРОФЕСІЙНОЇ ГОТОВНОСТІ СУЧАСНОГО ФАХІВЦЯ
- 44 **Флінга Наталія**
ОЦІНКА АКТИВНОСТІ ГОТЕЛЬНОЇ ПРОМИСЛОВОСТІ В ТЕРНОПІЛЬСЬКОМУ МІСТІ
- 46 **Gogokhia Rusudan**
MOBILE LEARNING TECHNOLOGIES
- 49 **Головацька Юлія**
ЛОКАЛІЗАЦІЯ В КОНТЕКСТІ СУЧАСНОГО ПЕРЕКЛАДУ
- 52 **Гупан Нестор, Пометун Олена**
РОЗВИТОК ЗМІСТУ ВІТЧИЗНЯНОГО ПІДРУЧНИКА З ІСТОРІЇ ЗА ЧАСІВ НЕЗАЛЕЖНОЇ УКРАЇНИ
- 55 **Гавришок Богдан, Лісова Наталя**
ЗЕМЕЛЬНІ РЕСУРСИ ГУСЯТИНСЬКОГО РАЙОНУ ТЕРНОПІЛЬСЬКОЇ ОБЛАСТІ
- 58 **Гевко Ігор**
СУЧАСНІ НАУКОВІ УЯВЛЕННЯ ПРО ПРОФЕСІЙНЕ СТАНОВЛЕННЯ УЧИТЕЛЯ ТЕХНОЛОГІЙ
- 61 **Черній Людмила**
ХАРАКТЕРИСТИКА ФОРМИ ІНСТРУМЕНТУ ДИСТАНЦІЙНОГО НАВЧАННЯ З ЗАСТОСУВАННЯМИ КОМП'ЮТЕРНИХ ТЕХНОЛОГІЙ
- 64 **Іваницька Ольга**
ДЕРЖАВНИЙ МАРКЕТИНГ ЯК ПРОДУКТ ВЗАЄМОДІЇ МАРКЕТИНГУ ТА ПУБЛІЧНОГО УПРАВЛІННЯ
- 67 **Джобава Ірина**
ПЕРЕВОД КАК СРЕДСТВО ПРИ ОБУЧЕНИИ И ИЗУЧЕНИИ ИНОСТРАННОГО ЯЗЫКА
- 70 **Костенюк Людмила**
СТРУКТУРА СУЧАСНОЇ СИСТЕМИ РУСЛОФОРМУВАННЯ У РІЧКОВІЙ СИСТЕМІ ВЕРХНЬОГО ПРУТУ
- 73 **Kruľ Volodymyr, Hushchuk Roman, Diachuk Alina**
RETROSPECTIVE ETHNIC VARIETY OF SETTLEMENTS AS COMPONENTS OF THE PRYKARPATTIA NATURAL REGIONS
- 79 **Кудрявська Наталія**
СУЧАСНІ ТЕНДЕНЦІЇ ДІЯЛЬНОСТІ УКРАЇНСЬКИХ СТРАХОВИХ ПОСЕРЕДНИКІВ
- 82 **Кузнішнн Андрей**
МАНИФЕСТ ОБ ИЗБИРАТЕЛЬНОЙ КУЛЬТУРЕ В ГОЛОСОВАНИИ В КАРПАТСКОМ-ПОДОЛЬСКИЙ ОБЛАСТИ УКРАИНЫ
- 86 **Мариняк Ярослав**
ОСОБЛИВОСТІ ОРГАНІЗАЦІЇ УПРАВЛІННЯ ТУРИСТИЧНИМ БІЗНЕСОМ В УКРАЇНІ
- 89 **Мацюк Виктор**
РОЛЬ СОВРЕМЕННЫХ ФИЗИЧЕСКИХ ТЕОРИЙ В ФОРМИРОВАНИИ МИРОВОЗРЕНИЯ

- 91 **Михайлюк Михайло**
ІННОВАЦІЙНИЙ ТИП ВІДТВОРЕННЯ У ВСТАНОВЛЕННІ ПРІОРИТЕТІВ РОЗВИТКУ ВІТЧИЗНЯНОЇ ЕКОНОМІКИ
- 95 **Назаренко Олена, Горлатова Олена**
НІМЕЦЬКЕ ШКІЛЬНИЦТВО В БЕСАРАБІЇ (XIX – ПЕРША ПОЛОВИНА XX СТ.)
- 98 **Полянська Алла**
ФОРМУВАННЯ СЕРЕДОВИЩА ЯК ІНСТРУМЕНТ РОЗВИТКУ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ
- 102 **Поплавська Інна**
ХАРАКТЕРИСТИКА ВИКОРИСТАННЯ ТУРИСТИЧНОЇ ІНФРАСТРУКТУРИ ОБЛАСТЕЙ ПОДІЛЬСЬКОГО РЕГІОНУ
- 105 **Прилолюк Світлана**
КОМПАРАТИВНІ ПЕРЕТИНИ ТА ІНТЕРТЕКСТУАЛЬНІ РЕЛЯЦІЇ В РОМАНІ К.Е.ФРАНЦОЗА «МОШКО З ПАРМИ»
- 108 **Ремех Тетяна**
СУЧАСНИЙ ПІДРУЧНИК ІЗ ПРАВОЗНАВСТВА: ЯКИЙ ВІН
- 111 **Рингач Наталія, Котенко Тетяна**
ЗАБЕЗПЕЧЕННЯ СТАЛОГО ЛЮДСЬКОГО РОЗВИТКУ: РЕАЛЬНІ І ПОТЕНЦІЙНІ МОЖЛИВОСТІ РЕКРЕАЦІЙНОЇ СФЕРИ В УКРАЇНІ
- 115 **Сабурова Гаяне**
ДЕЯКІ АСПЕКТИ УДОСКОНАЛЕННЯ ДОКУМЕНТАЦІЙНОГО ЗАБЕЗПЕЧЕННЯ УПРАВЛІНСЬКИХ РІШЕНЬ
- 118 **Самойленко Оксана**
ОБРАЗОВАНИЕ ВЗРОСЛЫХ В СЛОВАКИИ: МЕТОДОЛОГИЧЕСКИЙ БАЗИС
- 123 **Шершньова Зоя**
ПІДГОТОВКА ФАХІВЦІВ З КОРПОРАТИВНОГО УПРАВЛІННЯ: ДОСВІД ТА НАПРЯМКИ РОЗВИТКУ
- 127 **Стецько Надія**
КОНЦЕПТУАЛЬНІ ПІДХОДИ ДО ФОРМУВАННЯ СТРАТЕГІЇ РОЗВИТКУ ТУРИЗМУ ТЕРНОПІЛЬСЬКОЇ ОБЛАСТІ
- 130 **Ткаченко Вікторія**
СТАН ВИВЧЕННЯ ІНОЗЕМНИХ МОВ В УКРАЇНІ У ПОСТРАДЯНСЬКИЙ ПЕРІОД
- 133 **Торія Пикрня**
СИНОНИМИЯ В СОВРЕМЕННОЙ СЕМАНТИКЕ
- 135 **Цепенюк Тетяна**
ВІДТВОРЕННЯ ЛЕКСИЧНИХ ІНТЕНСИФІКАТОРІВ В УКРАЇНСЬКИХ ПЕРЕКЛАДАХ РОМАНІВ Д. СТІЛ
- 138 **Цецхладзе Мурман**
ТУРИСТИЧЕСКИЙ ПОТЕНЦИАЛ АДЖАРИИ И ПЕРСПЕКТИВЫ ЕЕ УСТОЙЧИВОГО РАЗВИТИЯ
- 143 **Циклашвили Натела, Турманидзе Таміла**
ЗАКОНОДАТЕЛЬСТВО О ГЕНДЕРНОМ РАВНОПРАВИИ: АНАЛИЗ ГРУЗИНСКОЙ И МЕЖДУНАРОДНОЙ ПРАКТИКИ
- 146 **Цинцадзе Асис, Мелоян-Путкарадзе Ліліт**
ЭМПИРИЧЕСКИЙ АНАЛИЗ РАЗВИТИЯ СТРАХОВОГО ПОЛЯ
- 149 **Вашакмадзе Ирина, Глонти Владимир**
МЕХАНИЗМ ЦЕНООБРАЗОВАНИЯ КРЕДИТНОГО РЫНКА И ПРОЦЕНТНЫЕ СТАВКИ НА КРЕДИТЫ
- 152 **Васильченко Галина**
ВПЛИВ ГЛОБАЛІЗАЦІЇ НА МІСЦЕВИЙ РОЗВИТОК. ТЕНДЕНЦІЇ ДЕЦЕНТРАЛІЗАЦІЇ ЕКОНОМІКИ
- 155 **Вербовецька Оксана**
ДОСЛІДЖЕННЯ НЕОФІЦІЙНИХ АНТРОПОНІМІВ В УКРАЇНСЬКІЙ ОНОМАСТИЦІ: МЕТОДОЛОГІЧНИЙ АСПЕКТ
- 158 **Вергун Лариса**
НАЗВИ УНІВЕРСИТЕТІВ США: ПЕРЕКЛАД ТА УНІФІКАЦІЯ АНГЛО-УКРАЇНСЬКИХ ВІДПОВІДНИКІВ
- 161 **Верулідзе Важа**
РОЛЬ НАЛОГА НА ПРИБЫЛЬ В ЭКОНОМИКЕ ГРУЗИИ
- 164 **АСМІБА**

MANGEMENT PECULIARITIES OF TOURIST BUSINESS IN UKRAINE

Maryniak Yaroslav

Annotati0

The article presents the existing models of state regulation of tourism development. The results of comparative analysis have been presented, namely the characteristics of models and the countries of distribution, the application of the basic models of state regulation of tourist activity in the world with the possibility of their application in Ukraine.

The problems of formation of the tourist policy in the country have been considered. The main chronological stages of the reform of the bodies of the state management of tourism in Ukraine from 1989 till 2017 have been revealed. The main conceptual approaches to the formation of the strategy of expediency of the European model of state regulation of tourism industry in Ukraine have been revealed.

Keywords: tourism regulation, tourism policy, tourism management bodies, tourism management models, European model.

ОСОБЛИВОСТІ ОРГАНІЗАЦІЇ УПРАВЛІННЯ ТУРИСТИЧНИМ БІЗНЕСОМ В УКРАЇНІ

Мариняк Ярослав

Анотація

У статті розкрито існуючі моделі державного регулювання розвитку туристичної діяльності. Подано результати компаративного аналізу, а саме характеристика моделей та країни поширення, застосування основних моделей державного регулювання туристичної діяльності у світі з можливістю застосування їх в Україні.

Розглянуто проблеми становлення туристичної політики в країні. З'ясовано основні хронологічні етапи реформування органів державного управління туризмом в Україні 1989 – 2017 роки. Розкрито основні концептуальні підходи до формування стратегії доцільності застосування європейської моделі державного регулювання туристичної галузі в Україні.

Ключові слова: регулювання туризмом, туристична політика, органи управління туризмом, моделі управління туризмом, європейська модель.

Formulation of the problem

Tourism in many countries is the main source of revenue for the state budget. At the same time, it is a specific object of state regulation. The multiplier effect of tourism influence on the main sectors of the economy goes through improving the status of tourist destinations. All this contributes to the selection of an effective model of tourism management.

Research and publications

The basis of the scientific publication is the work of many researchers who studied the issue of state regulation of tourism activities in different countries of the world [1-18]. However, despite the work of the scientists, the issue of choosing an effective model of state regulation of tourism development in Ukraine has not been sufficiently revealed.

Formation of the purposes of the article

The main tasks of the work are as follows: a) to find out the main components of tourism activity in Ukraine; b) to consider the existing models of state regulation of tourism activity in different countries of the world; c) to substantiate the establishment of an effective governing body – the national tourist administration.

Presentation of the main material

Tourist policy is a system of methods and measures of socio-economic, legal, foreign policy, cultural and other nature that is carried out by parliaments, governments, state and private organizations, associations and institutions in order to create conditions for the development of tourism industry, rational use of tourist resources, and increase in the effectiveness of the tourism system [11,16].

Tourist policy is formed and implemented at different levels: state, regional, individual enterprise.

The tourist policy of the state has all the characteristic features of its general policy. However, there are also specific factors under the influence of which tourism policy is formed. These include:

- the natural conditions of the country influencing tourism policy, depending on their presence or absence, rational or inappropriate use for tourism purposes;
- transport conditions that determine accessibility to objects of tourist interest;
- social, economic and legal conditions for the development of tourism.

The tourist policy of the state combines internal conditions, as well as a complex system of competitive relations with other states, as well as with the world regions

that form the international tourist market.

Experience of many countries of the world shows that the development of tourism depends on its support at the state level. However, there is no perfect way to create an optimal tourism management structure.

Investigation of the functioning of the model of state participation in the organization and development of tourism activities will allow to come to the following conclusions:

- clear centralization of tourism management;
- a combination of tourism activities with other sectors of the economy under the auspices of the combined ministry;
- absence of state administrations.

Thus, it can be stated that regulation of tourism activity in the world ranges from the absence of National Tourism Administration (NTA) to its existence within the combined ministries. In other cases, the state intervenes in the management process only at the regional level. In countries where tourism is not a priority sector, there are no state levers of influence on tourism activity at all.

The combination of combined forms of management is at the heart of the existence of the tourism business in many countries around the world. For the effective functioning of the tourism sector, all existing ministries are involved.

An analysis of information sources [1-18] suggests that there is neither consensus on the number of tourism regulatory models nor their characteristics and countries of distribution. With a sufficiently detailed study of the problems of the model of state participation in the organization and development of tourism activities, one can clearly distinguish the following approaches.

The first approach accumulates the studies that distinguish three types of management models of tourism [1, 3, 12, 16, 18].

The second approach fixes four models of tourism management [2, 4, 5, 6, 7, 8, 13].

However, the filling of the semantic content of these models, as well as the countries of their distribution among many authors, is essentially different. It is obvious that it is subjective in their understanding. Let's consider where in the world practice distinguish three, four models of state participation in the organization and development of tourism activities (Table 1). The table shows only the most original approaches that objectively reveal their essence.

Let's consider where in the world practice they distinguish three or four models of state participation in the organization and development of tourism activities (Table 1). The table shows only the most original approaches that objectively reveal their essence.

Table 1. The main approaches to justifying the model of state participation in tourism management

Authors	Characteristic of the model	Countries of distribution
Three models		
[Durovich A.P., Kabushkin N.I., et al., 2003, P. 112 - 114]	The first model implies: - lack of state administration; - all issues are resolved locally; - problems are solved without the participation of the state.	USA
	The second model implies: - the presence of a strong and authoritarian ministry, which fully controls this sphere.	Turkey, Greece, Tunisia, Egypt and others.
	The third model implies: - National Tourism Administration (NTA) is one of the multidisciplinary ministries, mainly with "economic bias" or trade, transport, etc.	Spain, France, Italy, Belorussia, Ukraine and others.
[Bil' M. et al., 2009, P. 17]	The first model implies: - absence of the central state authority for tourism management; - issues are solved locally on the principles of market self-regulation.	USA
	The second model implies: - presence of the state central authority governing the tourism industry. This may be a ministry.	Egypt, Mexico, Tunisia, Greece.
	The third model includes: - the so-called European model, which involves the functioning of a specialized structure of tourism management within the multidisciplinary ministry.	Most European countries, including Ukraine.
Four models		
[Bartoshchuk O.V., 2011, P. 62-68]	The first model "American" implies: - operational regulation, mesoeconomic and microeconomic levels; - absence of centralized state administration on tourism, all problems are solved locally.	Countries with developed market economy: USA
	The second "centralized" model implies: - state regulation, macro-, meso- and microeconomic levels; - There are special government bodies, the central of which is the ministry.	Developing countries, transition countries, countries with developed tourism:
		Israel, Egypt, India, Cuba, Malta, Morocco, Mexico, New Zealand, Malaysia, Kenya, Oman, Cambodia, South Africa, Croatia.
	The third "European" model includes: - state regulation, macro-, meso- and microeconomic levels; - Specialized branch subdivision of multidisciplinary multi-branch body (ministry) or the one subordinate to the government of the country.	Economically developed European countries: Switzerland, Germany, France, Austria, Great Britain, Italy, Singapore, Czech Republic, Hungary, Georgia, China.
	The fourth "Combined" model implies: - state regulation, macro-, meso- and microeconomic levels; - combined ministries (tourism + adjacent to them or complementary directions of socio-economic policy), a clear division between the central and regional tourist authorities.	Countries with receptive travel markets: Tunisia, Turkey, Greece, Poland, Indonesia, Bulgaria, Jordan.
[Boiko M., Hopkalo L., 2005. - P.222-229]	The first model implies: - absence of a central NTA; - all issues are solved at the regional level.	USA
	The second model implies: - the presence of a special, powerful, authoritative and independent state central body that develops and controls the activities of all enterprises of the tourism industry in the country.	
	The third "European" model implies that the issues of development of tourist activity are solved at the level of the relevant branch unit (centralized structure, state body (the countries of Europe)).	(the countries of Europe)
	The fourth model implies: - the creation of a combined ministry, and this, in addition to tourism, covers other adjacent or mutually complementary areas of socio-economic policy.	

A separate position on the study of management of the tourism sector holds [Halasiuk S.S., 2010], "who distinguishes four models of management, but gives them a completely different meaning. As a result of his study of the

system of state regulation of tourism in all 193 countries of the world, one can conclude that the most common is the second model in which a combined ministry, which brings together tourism with related industries, is created in the

structure of the government – 41% of the world's countries have chosen it. One-third of the states (31%) follow the third model, where the central executive authority in the field of tourism can be either a multidisciplinary ministry, or a state structure (administration, committee, department, etc.), directly subordinated to the government. One in five (21%) of the countries has a separate ministry of tourism, that is, it is on the first model, and only 7% of the countries do not deal with regulation of the tourism industry at the level of central government".

In Ukraine, the State Tourism Administration of Ukraine is the central body of executive power in the field of tourism, which in essence should be the general coordinator among all participants in the tourism process: the government, numerous ministries and departments involved in tourism, local administrations and the private sector. Reformation of the bodies of state tourism management in Ukraine from 1989 till 2017 is presented in Table 2.

The main function of the NTO is to promote tourism at the national and international levels, therefore, it is necessary to issue advertising and informational products and to conduct marketing research.

Conclusions

The conducted analysis shows the effect of a number of negative phenomena observed during this period, namely:

1. According to the World Tourism Organization (UNWTO), in more than 80 countries of the world, tourism is primarily within the competence of ministries and departments of the economic bloc (Ministries of economy, trade, transport, industry, finance), in the rest of the countries – to ministries and departments of the social bloc (Ministries of culture, ecology, education, information, archeology).

2. Development of the tourism industry in Ukraine is underway in accordance with the European model of state regulation of tourism development.

Table 2. Reformation of the bodies of state tourism management in Ukraine from 1989 till 2017

Year(s)	Bodies of state tourism management in Ukraine
2016 - 2017	State Agency of Ukraine for Tourism and Resorts of the Ministry of Economic Development and Trade
2011 - 2016	State Agency of Ukraine for Tourism and Resorts of the Ministry of Infrastructure of Ukraine
2006 - 2010	State Service for Tourism and Resorts of the Ministry of Culture and Tourism of Ukraine
2011	State Agency of Ukraine for Tourism and Resorts and Infrastructure of Ukraine
2006- 2010	State Service for Tourism and Resorts of the Ministry of Culture and Tourism of Ukraine
2001 - 2002	України State Tourist Administration of Ukraine
1999 - 2000	Department of Tourism and Resorts as part of the State Committee for Youth Policy, Sport and Tourism of Ukraine
1992 - 1993	State Committee for Tourism of Ukraine (State Committee for Tourism)
1992	The Main Department of Tourism of Ukraine within the Cabinet of Ministers of Ukraine
1989	Ukrainian Republican Association for Foreign Tourism (Ukrintur)

References

- [1] Antonenko I.Ya. State regulation of tourism services promotion: international and domestic experience // Economics of investment: practice and experience. No. 21. – 2013. – pp. 17-22.
- [2] Bartoshchuk O.V. Models of development of the tourism industry (foreign experience) / O.V. Bartoshchuk // State and regions. Series: Economics and Business. – 2011. – №2. – pp. 62-68.
- [3] Bil' M. Mechanism of State Administration of the Tourism Industry (Regional Aspect): Scientific Development / M. Bil', G. Tretiak, A. Krainyk. - K.: National Academy for Public Administration, 2009, – 40 p.
- [4] Boiko M., Hopkalo L. The Principles of Formation of Priority Areas of Ukrainian Tourist Policy / M. Boiko, L. Hopkalo // Regional Economics. – 2005. – №1. - pp. 222-229.
- [5] Boruschak M. Problems of forming a strategy for the development of tourist regions: Monograph / M. Boruschak. - Lviv: IRD NAS of Ukraine, 2006. – P. 12.
- [6] Halasiuk S.S. Models of state regulation in the field of tourism // Scientific research in the field of tourism: the works of the International Tourist Academy. 2010. – Issue 6. – pp.189-204.
- [7] Herasymenko V.H. Management of national tourism in the context of international experience / V.H. Herasymenko, S.S. Halasiuk // Bulletin of DITB. Series: Economics, organization and management of enterprises (in the tourism sector). – 2008. – No. 12. – pp. 19-24.
- [8] Davydova O. The European model of state regulation of tourism development // Bulletin of the Kiev National University named after T. Shevchenko. Economy. 12 (153) 2013. p.22-25.
- [9] Danilieva Yu.V., Rezvina Ye.V. International models of realization of tourism policy // Scientific news of Daliv university. – 2013. – №9. PP. 19-23.
- [10] Dombrovska S.M., Bilotil O.M., Pomaza-Ponomarenko A.L. State regulation of the tourist industry of Ukraine: Monograph / S.M. Dombrovska, O.M. Bilotyl, O.M. Pomaza-Ponomarenko. Kharkiv.: National University of Civil Protection, – 2016. – 196 p.
- [11] The Law of Ukraine "On Tourism" // The Official Bulletin of Ukraine. Weekly collection of legislation. – Kyiv: 2003. – № 50. – pp. 34-56.
- [12] Mal'ska M.P., Antoniuk N.V. Ways of improvement of state regulation of development of tourist services // Geography and Tourism. 2010. P. 114-119.
- [13] Mal'ska M.P., Hryshchuk A.M., Masliuk Yu.O. Introduction of foreign experience of strategic management of tourism development: the possibility and prospects for Ukraine // Economic Annals - XXI (2015) 155 (11-12), pp. 78-81.
- [14] Maryniak Ya. State regulation of tourism development in Ukraine // Scientific notes of Ternopil National Pedagogical University. Series: Geography. – Ternopil, TNPU. 2005 - No. 2. - P. 165 - 169.
- [15] Nehoda H.A. Models of functioning of the tourism industry / H.A. Nehoda // Scientific notes of the institute "KROK". - 2012. - Exp. No. 31 – pp. 144-152.
- [16] Tourism Organization: Tutorial / A.P. Durovich, N.I. Kabushkin, T.M. Sergeeva et al.; Under the general editorship of N.I. Kabushkina. - Minsk: New knowledge, 2003 - 632 p.
- [17] Savchenko V.F., Stoyka S.O. The role of the state in the development of the tourism industry of Ukraine // Scientific Bulletin of Chernihiv State Institute of Economics and Management. No. 1 (17). - 2013. - pp. 9-14.
- [18] Smirnov I.H. Tourism Logistics: Teaching Manual – Kyiv: Knowledge, 2009. – 444 P.

Maryniak Yaroslav, PhD. of Geography, Department of Geography of Ukraine and Tourism, Ternopil V. Hnatiuk National Pedagogical University, M. Kryvonosa str., Ternopil, 46027, Ukraine