

**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](mailto: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 МАЙБУТНЬОГО 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 **Кузнішин 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**

## CHARACTERISTIC OF THE TOURIST INFRASTRUCTURE USE OF THE AREAS OF THE PODILSK REGION

Poplavska Inna

## ХАРАКТЕРИСТИКА ВИКОРИСТАННЯ ТУРИСТИЧНОЇ ІНФРАСТРУКТУРИ ОБЛАСТЕЙ ПОДІЛЬСЬКОГО РЕГІОНУ

Поплавська Інна

### Introduction

Infrastructure contributes to the formation of tourism in the region, determines tourist specialization and profile, because the availability of infrastructure links between individual objects determines the quality of service in one or another area. It is important to emphasize the growing importance of the tourism industry and its infrastructure for the economy of the territory in general, as there are close interconnections with business entities of about 50 related industries. The infrastructure of the tourist services market includes the general infrastructure (institutions and resources serving different economic activity spheres and whose revenues are not fully dependent on tourism activities) and special infrastructure (institutions and resources serving tourism operators whose incomes are generated from the expenses of tourists in connection with the satisfaction of their needs).

**The purpose** of this publication is to study the provision level of infrastructure objects in the tourism industry of the Podilsk region, to analyze the dynamics of the tourism services implementation in the mentioned areas.

**The object** of research is the infrastructural components of the tourism sector of the Podilsk region, and **the subject** is the tourist infrastructure itself.

### Presenting main material

It is difficult to underestimate the enormous role of infrastructure that the tourism industry plays in communication, transport services, engineering structures, roads, and related businesses of the tourism industry, which ensure the normal access of tourists to tourism resources, their proper use for tourism, and the livelihoods of tourism industry enterprises.

Tourist infrastructure is a set of artificially created recreational facilities (sanatoriums, recreation centers, hotels, restaurants, etc.) and related objects, built for public use at the state investment expenses (roads and railways (roads), checkpoints, airports, hospitals, schools, etc.). Infrastructure services play a role that connects various sectors of the tourism industry, including the end user, and are initially determined by the process of becoming an industrial, and subsequently, post-industrial society, as long as such a society can not do without them.

According to the Law of Ukraine "On Tourism", tourist infrastructure is a set of different subjects of tourism (hotels, tourist complexes, campsites, motels, boarding houses, catering enterprises, transport, cultural institutions, sports, etc.), which provide reception, maintenance and transportation of tourists [1].

The infrastructure of the tourism industry should not, however, be regarded as a separate sphere of the economy as such that has nothing to do with other types of business. Despite the fact that it differs in some ways from other business areas, this circumstance can not be accepted as a convenient reason for its separation from management practices and procedures applied in other areas of the economy.

In the Podilsk region, we have Vinnytsya, Ternopil and Khmelnytsky regions. The area of the district is 60.9 thousand km<sup>2</sup> or 10.1% of the total territory of Ukraine. In the district, there are 4, 2 million inhabitants. The urbanization index is 48.1%. Characteristic features of the district are low

level of industrial development, relatively favorable ecological situation, considerable potential of recreational resources, convenient geopolitical and transport position.

Priority types of tourism activity in the Podilsk region remain domestic and outbound tourism. Thus, during the year 2014, tour operators and travel agents have served 65,137 people. At the same time, 31.617 thousand people left the country, heading abroad (48.5% of the total number of tourists served by Podilsk tourism activities objects), the share of domestic tourists amounted to 26.4% of the total tourist regional flow. In addition, 16.3 thousand tourists have been served by regional tourism enterprises in 2014, which is 1.4% of their total number in Ukraine. According to the official statistics, foreign tourists, with the assistance of local travel agencies and companies, have not visited the region last year. Consequently, the Podilsk region has been and remains a supplier of the international tourism for the world market (Table 2.1).

The main reasons for the small number of foreign tourists in Podilsk over the previous years and their absence in 2014 are due to the unstable economic and political situation in Ukraine in general, the insufficiently developed material and technical base for tourism enterprises, the lack of adequate tourism infrastructure, the discrepancy of service prices to the level of quality and service, the cost of an entry visa. According to the purpose, the structure of travel is as follows: leisure and recreation - 93,95%, the second place - business tourism (0,97%), the third - sports (0,94%), the fourth place - treatment (0,2%) , the fifth - another (3,95%).

As for 01.01.2015, there were 215 hotels and similar accommodation facilities, for the servicing of visitors in the region, which is 8.1% of the country's total. In the region, the number of hotels and similar accommodation facilities is as follows: in Khmelnytsky - 84, Vinnytsya - 73, and Ternopil - 58. During the last five years, the number of hotels and similar accommodation facilities has increased by 41.9% in Podilsk region. Average provision of hotels in the region per 1,000 inhabitants is 2.1 seats. The one-time capacity of the hotel base is 8172 seats. Enterprises of the hotel industry of the region for 2014 have served 340.538 thousand tourists.

As for 01.01.2015 in Podilsk tourist region there were 2675 enterprises of restaurant industry.

The smallest number of them is in Ternopil region (933 units), and most - in Vinnytsya (1204 units). Over the past 10 years, their total number has increased by 2.6% (Fig. 1).

According to the results of the assessment of the population's provision in the Podilsk tourist region, the objects of the restaurant industry are the highest - eight enterprises per 10,000 people - are observed in the Ternopil oblast, 6,1 and 6,3 respectively, in Khmelnytsky and Vinnytsya regions.

In 2015, 2 thousand restaurants, cafes, bars, which belong to both enterprises and entrepreneurs-individuals served the population of Khmelnytsky region. They accounted for almost 122 thousand seats. The population's provision in restaurants has almost doubled over the past five years.

Over the recent years, the sphere of restaurant business has increasingly concentrated in individuals-entrepreneurs. Contrary to 2000, the chain of restaurants, cafes, bars of individuals increased by 4 times, while the network of enterprises, by contrast, decreased by 13%. Entrepreneurs-individuals provide almost two-thirds of turnover of the restaurant industry of the region.



Table 1 The number of tourists served by the tourism activity subjects in the Podilsk region in 2014, thousand people \*

Region	The number of tourists served by the subjects of tourism activity - total	From the general number of tourists			Number of tourists
		Foreign tourists	Tourists-citizens of Ukraine who traveled abroad	Inner tourists	
Total for the region	65,1	-	31,6	17,2	16,3
Vinnitsya	22,6	-	14,5553	6,2	1,8
Share in total region, %	34,6	-	46,0	36,0	11,1
Ternopil	10,4	-	4,7	4,4	1,4
Share in total region, %	16,0	-	14,8	25,4	8,4
Khmelnitsky	32,1	-	12,4	6,6	13,1
Share in total region, %	49,3	-	39,1	38,6	80,5
Ukraine in general	3599,8	17,1	2085,3	322,8	1174,7
The share of the region in the total amount in Ukraine, %	1,8	-	1,5	5,3	1,4

\* calculated according to the tourism activity in Ukraine in 2014. Statistical bulletin. - K.: State Statistics Service of Ukraine, 2015. - P. 36, 69.

Table 2 Facilities for accommodation in Podilsk region, 2015\*

Territory	Accommodation facilities		Hotels	The amount of accommodated people		Average possibility, person/enterprises
	In general, pcs.	In % to the total number		General	In % to the total number	
Ukraine	1966	100	1457	1282	100	27,0
Vinnitsya	55	2,8	55	37,0	3,4	18,4
Ternopil	44	2,2	43	78,7	6,1	31,8
Khmelnitsky	38	1,9	38	46,0	3,6	35,5
Podilsk	137	6,9	136	128,4	13,1	28,6

\* according [42, 44, 46]

In 2015, the turnover of the restaurant industry amounted UAH 284.0 million, which was 97.1% of the corresponding period of the previous year.

According to the Table 3, the largest share in the structure of Podilsk establishments is made up of cafes and snack bars (in particular, "fast-food"), oriented more towards the average target segment of consumers. At the same time, the total number of restaurants in comparison with 2012 has increased, but their share remains the smallest as well, as during the period of economic instability, constant changes of currency rates, restaurants, oriented mainly to the business segment, today can only attend 2-3% of the population of the country.

The structure of institutions shows that the largest share of all restaurants in the Podilsk region is occupied by cafes and snack bars, designed for a target audience with an average and lower average income. In particular, it's known to all popular fast food restaurants, sushi bars, pizzerias, coffee shops, confectionery shops, and more.

The analysis of the current state of the food services market in the Podilsk region suggests that the current political situation and crisis in the country, of course, negatively affects

small business. However, despite the constant fluctuation of the hryvnia exchange rate and the reduction of the purchasing power of Ukrainians, the restaurant business is still developing. The most actively new objects are created in the big cities of the Podilsk region, among which the leader is Vinnitsya, as well as centers of Ternopil and Khmelnytsky regions.

The transport routes of the Podilsk regions must meet international requirements and allow them to carry out transportation quickly, safely, reliably and comfortably. They are the direct link of the foreign citizens tourist flow to our country.

The leading place among the types of transport takes the car. Automobile transport is a type of transport, which carries cargoes and passengers by car through the non-railway roads. They carry 94% of transportation of all types of cargo and passengers of the studied areas. The highways network of the general use of the Podilsk region is 21,700 km, of which 21,1 thousand km (97%) are hard-coated. The longest of motor roads is situated within the Vinnitsya region (almost 44% of the total length of the highways of the region).

Table 3 Number of restaurant facilities in the Podilsk region over the period of 2012-2015

Restaurant business institutions	The amount of objects, pieces			Seating places, number			Goods turnover per one object, thousand hrn.	
	2012	2015	2015 y % до 2012	2012	2015	2015 y % до 2012	2012	2015
Restaurants	145	147	101,3	16949	17029	100,5	1640,6	1718,2
Cafes, snack places, buggets	810	743	91,7	37854	34362	90,8	746,5	810,1
Bars	226	214	94,7	10272	9981	97,2	352,4	380,2
Canteens	966	944	97,7	86615	85512	98,7	258,5	279,1

\* accounted according to [42, 44, 46]

The average density of roads in the region is 349 km per 1,000 km<sup>2</sup> (this figure is significantly higher than the average Ukrainian - 277 km of roads per 1 thousand km<sup>2</sup> of territory - Table 3.9). The highest density is characteristic for Ternopil region (361 km of roads per 1 thousand km<sup>2</sup> of territory). If we evaluate exclusively quantitative indicators, then such figures are a good precondition for tourist development of the territory, making it accessible for tourists.

The problem place of highways development is poor quality implementation of advanced technologies on the routes of communication.

### Conclusions

Despite some achievements, the situation in the tourism industry in Ternopil, Khmelnytsky and Vinnytsya regions can not be considered satisfactory. The biggest negative that inhibits increase the flow of tourists in the region is insufficient development of tourism infrastructure, including on reconstruction and construction of accommodation facilities, repair of roads, construction of intermittent tourists.

To create hotel facilities, the Department of Tourism and Resorts supports any initiative in matters of land allotment, registration permits, etc. Such establishments should be located near all tourist objects that are in demand among visitors.

From the perspective of investments in tourism, religious tourism in the areas of Podilsk region includes the Orthodox and Greek Catholic churches speleotourism for the development of which is a complex of caves in southern Ternopil and Khmelnytsky regions, water tourism in scenic rivers edge - Dniester, Southern Bug and Seret, winter sports (have great mountain ranges, sledge track and a set of jumps in Kremenets mountains, etc.), organization Resort areas on

the banks of the Dniester River (in the south of the Ternopil region we have a Mediterranean climate). Full you must use a large number of historical, cultural and natural attractions, as well as the fact that the region is located at the intersection of saturated transport routes. Arranging traffic flows with service providers is a very lucrative business.

### References

- [1] The Law of Ukraine "On Tourism" / [electronic access – [http://www.mtu.gov.ua/uk/proekt\\_akt\\_zakon\\_turizm/print/25376.html](http://www.mtu.gov.ua/uk/proekt_akt_zakon_turizm/print/25376.html)].
- [2] Kuzyshyn A.V. The current state of tourism infrastructure formation in Western Ukraine // Scientific notes. Series: Geography. - Ternopil, 2011. - No. 2. - P. 122-128.
- [3] Kuzyshyn A.V. Assessment of the tourism infrastructure development level in the Ternopil region // Tourism and hospitality in Ukraine: state, problems, trends, prospects of development: Materials and International Science-practical conference (November 1-2, 2012, Cherkassy). - Cherkasy: Brama-Ukraine, 2012. - P. 287-293.
- [4] Poplavska I.V. Structural-typological analysis of the restaurant industry in the Podilsk region // Ukrainian geography: modern challenges. Coll. of scientific works in 3 v.: Print-Service, 2016. - V. II. - P. 254-256.
- [5] Statistical Yearbook of Vinnychyna in 2015 / Under the editorship of Sergiy Ignatov. - Vinnytsya, 2016. - 620 p.
- [6] Statistical Yearbook of the Ternopil Region for 2015 / Under the editorship of A.A. Chorniy - Ternopil, 2016 - 430 p.
- [7] Statistical yearbook of Khmelnytsky region for 2015 / edited by L.O. Khamkaya - Khmelnytsky, 2016. - 416 p.
- [8] Tourist activity in Ukraine in 2014. Statistical bulletin. - K.: State Statistics Service of Ukraine, 2015. - 76 p.

**Poplavska Inna**, PhD. of Geography, Department of Geography of Ukraine and Tourism, Ternopil V. Hnatiuk National Pedagogical University, M. Kryvonosa str., Ternopil, 46027, Ukraine, *e-mail*: innapoplavska@ukr.net. In 2000 graduated from the Ternopil Academy of National Economy, specialty - International Economy. **Publications**: I. Civil resistance in the Ukrainian media discourse // Freedom of the Media – Freedom through Media? R. Hohlfeld, R. Kendkbacher, O. Hahn (eds). – Bonn – Sibiu - 2015. – P. 92-100.