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## **ECONOMIC AND LEGAL MECHANISMS OF THE DEVELOPMENT OF THE TOURIST POTENTIAL OF THE COUNTRY**

**Abstract.** *The article examines the economic and legal mechanisms for the development of the tourism potential of Ukraine. It has been proven that the only way to solve systemic problems in the development of tourism potential is a strategically oriented tourism policy, the main task of which is to define tourism as one of the main priorities of the country, the introduction of economic and legal mechanisms for the successful conduct of tourism business, investment incentives for the development of tourism infrastructure, information and marketing activities for the formation of the tourist image of Ukraine. This policy should also be socially oriented and safe. It is substantiated that the economic and legal mechanisms for the development of the country's tourism potential are based on the complex value-oriented component of the growth of competitive advantages of tourism, the regulatory legal field of long-term partnership relations to meet the needs (requirements) of consumers, obtain a positive effect in the economic environment and increase the level of tourism infrastructure. The relationship between the elements of the country's tourism potential is determined. On the basis of the country's tourism policy, economic and legal mechanisms for the development of tourism potential should be activated. The directions of tourism policy have been determined in order to activate economic and legal mechanisms for the development of tourism potential. The tools for activating the economic and legal mechanisms for the development of the country's tourism potential have been singled out. Legal instruments determine the criteria for the organization of legal norms of various types of activities, competences, scope of powers and duties of state and commercial organizations, as well as individual citizens. Economic instruments include, in particular, tax levers used to stimulate economic growth, introduce innovations, carry out structural transformations, and increase the export competitiveness of domestic tourism products.*

**Keywords:** *tourist potential, economic and legal mechanisms, laws, regulations, tourist resources, tourist flows, tourist product, tourist business.*

**JEL code classification:** L83, Q52, Q55, R12, Z32

**Statement of the problem.** Ukraine is located in the center of Europe and has all the conditions for the proper development of the economy due to tourism, but it lags behind the leading countries in the world in terms of the level of expansion of tourist infrastructure and the quality of tourist services. The potential opportunities for the development of the tourism potential are related to the activities of more than 50 industries, which contribute to the diversification of service provision and the increase in the innovativeness of the national economy, the harmonization of relations between different countries and peoples, and the implementation of the foreign policy of states.

The tourism potential of Ukraine for many years had a significant development result, which positively influenced the increase of investment attractiveness of the industry and determined its priority place in the structure of the national economy of the pre-war period. It conditions a synergistic and integrated impact on adjacent sectors of the economy (transport, trade, communication, construction, agriculture, etc.), which are ensured by a stable and dynamic increase in foreign exchange revenues to the budget, where the socio-economic significance of the sector is in the constant increase in employment of the population, expanding the production of tourist goods and services, creating new jobs, developing the social and industrial infrastructure of tourist centers, increasing the well-being and quality of life of the local population, increasing costs for the preservation of natural and historical and cultural heritage, folk crafts and ecological balance, as well as natural and recreational wealth etc.

The financial and economic crisis, which worsened during the martial law and events related to the annexation of the Autonomous Republic of Crimea and the conduct of an anti-terrorist operation by the aggressor country on the territory of the state, and especially in Donetsk, Luhansk, Zaporizhzhia, Kherson, Sumy, Kharkiv and other regions, led to the disappearance of flows of foreign tourists. This had a negative impact on the structure of tourism and the realization of the country's tourism potential on the domestic and foreign tourism market. In fact, due to the full-scale invasion of the aggressor country, the country has become a “hot spot” of military conflict in the world. However, despite certain resource limitations, Ukraine has the ability to compete with developed tourism countries. For the rational and effective use of tourist, natural, medical and recreational resources in the country, it is necessary to form a tourist space by creating and ensuring the functioning of tourist destination development zones, to implement and offer the consumer a competitive national tourist product. Tourism is recovering in the regions of the "green zone", where potential opportunities for restoring tourism potential are felt, which is largely connected with the implementation of the Strategy for the Development of Tourism and Resorts for the period until 2026 [22].

The directions for the implementation of the strategy regarding the “safety of tourists” include ensuring the protection of their legal rights and interests, which will contribute to the improvement of the quality of provided tourist services by: providing emergency assistance to tourists who find themselves in an emergency situation and (or) injured during their trip; conducting monitoring of emergency events that happen to tourists in the regions; strengthening of the responsibility of the subjects of tourist activity before the consumers of tourist services, etc. [22]. At the same time, the complexity of the situation is compounded by the fact that in recent years, Ukraine is increasingly faced with external factors that have a negative impact on it, which is destructive for the national security system in general and the sustainable development of the economy and the environmental sphere in particular. The emergence and spread of external aggression against our country and other factors exert pressure on the social direction of tourism under the influence of these non-systemic factors with the aim of transforming them, in the context of forecasting, regulation, as well as guaranteeing its safety.

**Analysis of recent research and publications.** Basic scientific results in the study of the development of tourism potential of Ukraine and its regions, components, principles of formation and evaluation were carried out by such scientists as: D. Basyuk [28], R. Butler [30], G. Horban [31], L. Gur Yanova, S. Prokopovich [33], J. Friedman [34], A. Loksmatov [36], J. Lundgren [38], D. Pers [41], N. Moiseeva [40]. The processes of organizing the spatial polarization of regional tourism systems, as well as tourism and recreation clusters in the European space, were studied by such scientists as: Yu. Kurylov, V. Granovska, V. Krykunova, O. Krukovska, L. Aleschenko [37], S. Paseka, I. Kolokolchikova, O. Morozova, A. Krushinska, T. Krasnodied, T. Popova [42], N. Trusova, Yu. Kurylov, V. Granovska, O. Prystemskyi, A. Skakun, V. Demko, Ya. Katsemir [44; 45], H. Bholá-Paul [29], G. Horina [32], A. Ivanov [35], L. Maltseva [39] and others.

**Formation of the objectives of the article.** The study is devoted to the economic and legal mechanisms for the development of the country's tourism potential, which are based on the complex value-oriented component of the growth of the competitive advantages of tourism in the country, the regulatory legal field of long-term partnership relations to meet the needs (requirements) of consumers, obtain a positive effect in the economic environment and increase the level of tourism infrastructure.

**Summary of the main material.** For the intensive development of tourism potential, it is necessary to have prerequisites that would increase the effectiveness of tourism activities in the country. Scientist V. Andrushkiv notes that these include the following prerequisites: economic and social growth in the country for a significant increase in the level of wages and pensions, as well as an increase in the duration of the vacation period of the population; improvement of means of transport and reduction in the cost of tourist transportation services – ensuring an increase in tourist flows; relaxation of customs, currency restrictions, border formalities, as well as their cancellation, in particular, between EU countries – promotion of the growth of the number of foreign tourists and will have a positive effect on financial receipts to the state budget of Ukraine; the formation of an

effective state tourism policy and the development of effective economic and legal mechanisms of the state policy in the tourism sphere – creating the basis for strategic planning of national tourism and determining the priority directions of its development [1].

The nature of the manifestation of the development of tourism potential is especially manifested in the implementation of economic and legal mechanisms, which can combine both the existing trends in the development of the economy and the legal framework for the socially oriented development goals of both the country as whole and individual regions. At the same time, the legal field of the social aspect acts as a goal, and the economic one as a means of its implementation [3]. The level of tourism infrastructure in the state depends on economic mechanisms. That is, the economic nature of the development of tourism potential is revealed through its impact on the country's balance of payments. Tourists, paying for goods and services, ensure the receipt of foreign currency to the budget of the host country and thereby activate its balance of payments. That is why the entry of foreign tourists into the country was called active tourist flows, which create opportunities to increase the amount of financial resources in the tourism potential. On the other hand, the departure of tourists abroad is connected with the outflow of financial resources from the country and their permanent residence. International payments for tourist operations of this origin reflect passive tourist flows that take the form of resources of the balance of payments of the country-supplier of tourists, and therefore, in this aspect, the size of the tourist potential is characterized as inert (passive) [9].

The most important inflows and outflows generated by tourism potential are revenues and expenses. They are cost estimates of tourism necessary to study its impact on the national economy, in particular the country's balance of payments. The volume of revenues from tourism is widely used to assess the profitability of a tourist destination. The increase in tourist flows is a significant factor in the growth of consumer demand, the efficiency of the operation of industry infrastructure facilities, and the stabilization of the domestic market of goods and services in both tourism and related sectors of the economy. That is, the aggregate volume of tourist flow is formed, which is implemented through the services of tour operators, travel agents, hotel and sanatorium establishments [10].

To date, several standard types of economic indicators have been developed to determine the size of the tourist potential. Standard economic measures include the received income and share in the gross national or domestic product. These indicators indicate the importance of tourism in the economy as a whole. In turn, the indicator of foreign currency received from international tourism includes calculations of both gross income in foreign currency (the total amount of expenses of foreign tourists) and net income in foreign currency (foreign currency that remains in the country excluding the outflow of foreign currency). The outflow of resources is foreign currency spent on the import of goods and services, food products used in tourism, hotel equipment and supplies of materials, payments to foreign companies that manage hotels, etc.

Tourist potential acts as a regulator of population employment, contributes to the growth of incomes of native residents, providing employment at firms, enterprises and other organizations that directly serve visitors. Closely related to this is employment, which is formed due to visitor spending – the number of full-time and part-time jobs both seasonally and throughout the year. In determining the economic impact of tourism opportunities on society, jobs created thanks to tourism are taken into account, that is, accounting is kept for such types of employment [7; 9]: direct employment – persons working at tourist enterprises (hotels, restaurants, shops for tourists, etc.), as well as travel agencies and travel bureaus; indirect employment – jobs created in supply sectors such as agriculture, fishing and industry; generated employment – additional jobs that are supported thanks to the expenditure of incomes received by workers in the spheres of direct and indirect employment; employment in construction – jobs that are created during the construction of tourist infrastructure (this is usually a temporary phenomenon, but it can be long-term in places where tourism is only developing).

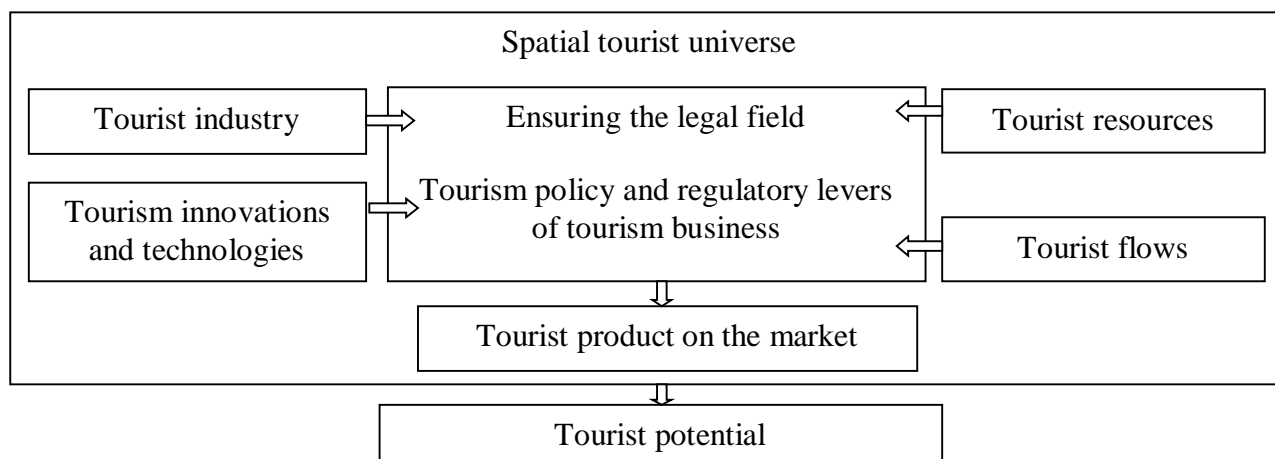
The multiplier effect of the development of tourism potential belongs to the stimulus, which is an external source of income both for the economy of the country as a whole and for a separate region. It represents the number of rounds for making travel expenses at the local level. On the basis of this

indicator, tourist expenses generated by tourist potential in various types of economic activity are measured.

Indicators of financial receipts to the state and local budgets include hotel and other types of tourist fees, customs duties on imported goods used in the field of tourism, income taxes from tourist enterprises and their employees, as well as taxes on real estate of tourist objects. The net income of businesses serving tourists provides sources of capital investment and indicates how effectively the firm in question serves tourists. That is, such signs of tourism potential as dynamism, the emergence of new trends and methods of entrepreneurship, etc. are taken into account [7; 9].

Achieving a favorable socio-economic impact of tourism resources on society is an important strategic goal of the country. However, this is possible only under the condition of creating an extensive system of legal regulation of the development of tourist potential with the aim of forming effective economic and legal mechanisms in the multi-level tourist infrastructure. The stimulating influence of the economic and legal mechanism of tourism potential is felt during the growth of the economy: its share in production income and gross domestic product; volume of foreign currency, due to international tourism; income of the population; the number of additional jobs created in the tourism industry; the net economic contribution of tourism to the national economy; regulatory influence of state bodies in the field of tourism, etc [8].

Regulatory and legal support for the development of the country's tourism potential allows protecting the national tourism market and providing social protection to the population by providing the necessary special legal, organizational and economic mechanisms of influence on the field of tourism. The Law of Ukraine “On Amendments to the Law of Ukraine “On Tourism” defines the main methods and goals of state policy in the field of tourism [5; 12], as well as ways of implementing tourism policy (Fig. 1). Of essential importance for the implementation of tourism policy in the country is how society relates to tourism. Is it able to accept tourism as a stimulus for the economic development of society, as part of its social life. In public consciousness, tourism is associated with rest and entertainment, which means that today it is not relevant for the main mass of the population, which can barely provide itself with only the most necessary. The formation of public opinion on this or that issue, regarding paying attention to the problems of tourism, and explaining the subsequent advantages of the development of tourism potential is also an element of the country's tourism policy [5].

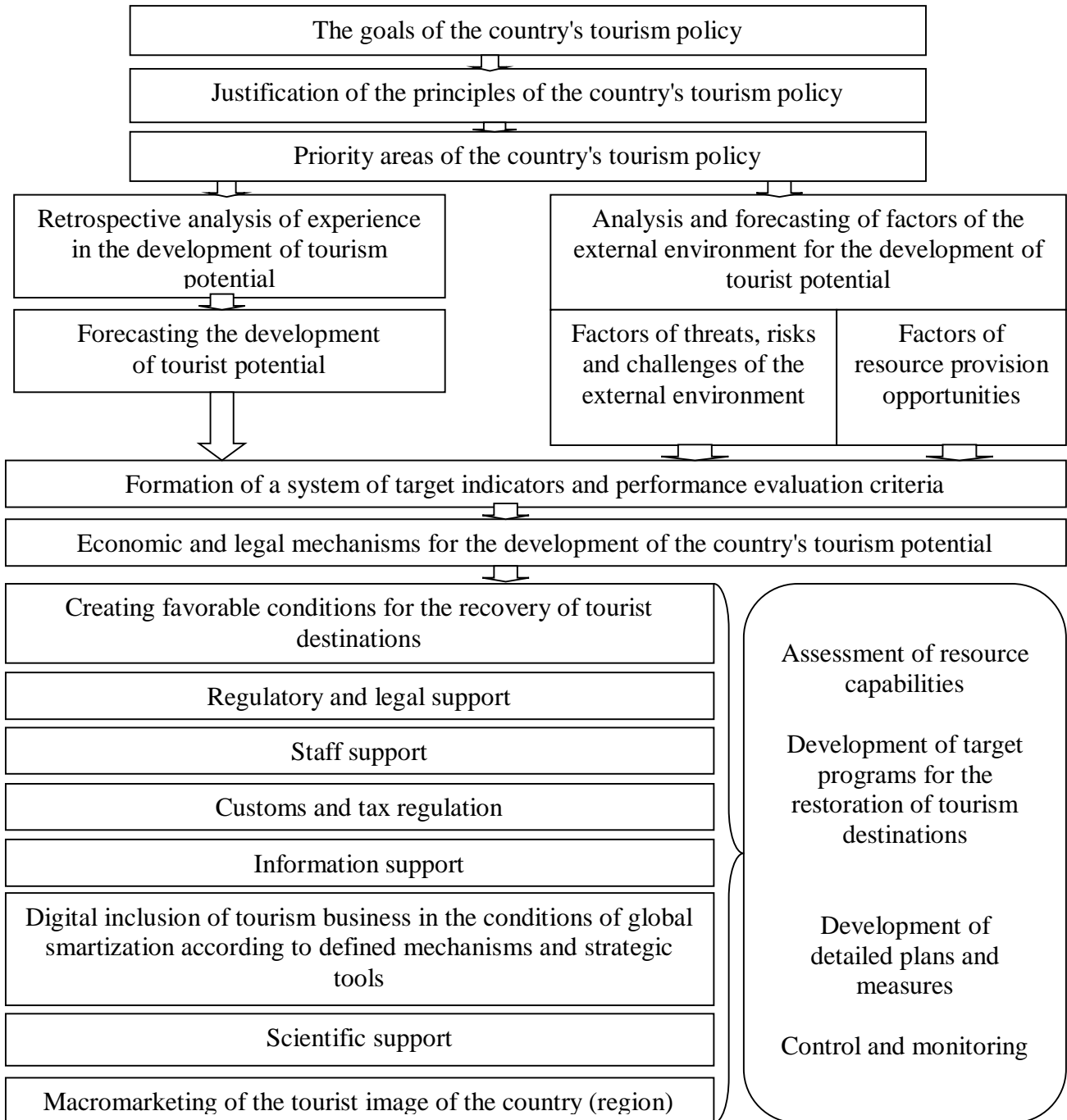


**Figure 1. Interconnection of elements of the country's tourism potential**

*Source: built from data [8; 9; 10; 21]*

On this basis, the implementation of the country's tourism policy should be carried out under the condition of activation of economic and legal mechanisms for the development of tourism potential, namely (Fig. 2): creation of normative legal acts aimed at improving relations in the field of tourism industry; assistance in the promotion of the tourist product on the domestic and international tourist markets; protection of the rights and interests of tourists, ensuring their safety; standardization of the tourist industry, certification of the tourist product; establishment of rules for entering the

country, leaving it, and staying on its territory, taking into accounts the interests of tourism development; provision of direct budget allocations for the development and implementation of targeted tourism development programs; tax and customs regulation; establishment of preferential loans, tax and customs benefits for tour operators and travel agents engaged in tourism activities on the territory of the country, which attracts foreign citizens to engage in tourism; promotion of staffing of tourism activities; promoting the development of scientific research in the field of tourism industry; promoting the participation of tourists, tour operators, travel agents and their associations in international tourist programs.

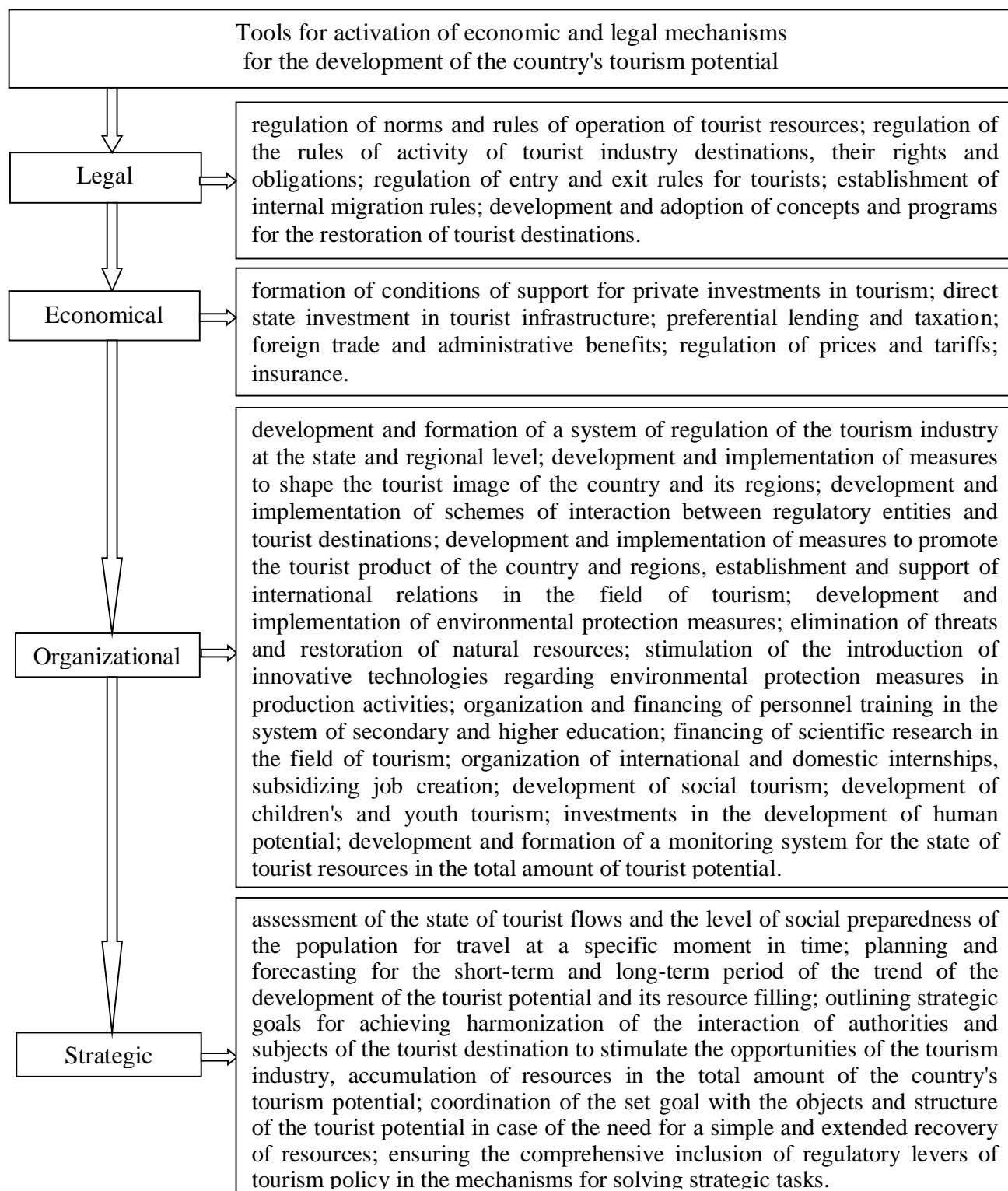


**Figure 2. Directions of tourism policy for the activation of economic and legal mechanisms for the development of tourism potential**

Source: Built and improved from data [8; 15; 16; 18]

Economic and legal mechanisms for the development of tourism potential ensure the complexity of the formation and implementation of all elements of the tourism policy, establishing and maintaining direct and feedback links between the internal and external environment.

In view of the generally recognized approach to the methods and means of state influence on the main spheres of tourism potential, among the most effective of them we can single out the following: legal, institutional, economic, informational, analytical, communicative, resource tools (Fig. 3).



**Figure 3. Tools for activation of economic and legal mechanisms for the development of the country's tourism potential**

Source: Built and improved from data [8; 15; 16; 18; 25]

Legal instruments determine the criteria for the organization of legal norms of various types of activities, competences, scope of powers and duties of state and commercial organizations, as well as individual citizens. The process of action of these tools in the economic and legal mechanisms of the development of tourism potential consists in the creation of the legal basis of tourism (industry law; norms of entrepreneurial activity, including in the field of tourism; conditions for conducting legal tourism activities – licensing, standardization, certification, etc.) [4]. Legal criteria in the economic and legal mechanisms for the development of tourism potential provide for the legislative consolidation of the structure of the bodies involved in the regulation of this sphere and the definition of their powers.

Economic instruments include, in particular, tax levers used to stimulate economic growth, introduce innovations, carry out structural transformations, and increase the export competitiveness of domestic tourism products. In practice, tax instruments are manifested in changes in tax rates, the tax base, tax discounts and benefits provided to various groups of tourism producers [7]. These economic instruments are closely related to legal instruments for the regulation of budget instruments, unlike tax levers; they appear in the state financing and investment of certain types of tourism activities, or the activities of certain tourist destinations in the region. These budgetary instruments may provide for the implementation of state support for the development of tourism potential. In addition, in practice, budgetary instruments are manifested in state orders (promotion of social tourism), state support for certain types of tourism (organization of advertising campaigns for budget money), financing of tourist programs, etc [26].

In addition, economic instruments include credit and monetary levers for regulating the development of tourism potential and influence the tourism business through the policy of minimum reserves of the National Bank of Ukraine, as well as through the management of monetary emission [23].

Strategic tools allow planning, forecasting and outlining the goals of tourist potential objects according to the structure of sources of its filling for the purpose of effective formation, distribution and use of resources [20].

Economic and legal mechanisms for the development of the country's tourism potential disseminate information both among tourism industry workers and the public in order to raise the level of awareness of legal issues of safety and protection of tourists; encouragement of legal training of representatives of various professions directly or indirectly responsible for the safety and protection of tourists. In this context, taking into account the conditions of digital inclusion of the tourism business, which manifests itself in business models that are in the mode of constant regulation and change during the introduction of artificial intelligence technologies, “smart” 3D technologies, and which become a platform for active communications and accelerating social - economic transformations in the universe of innovative technologies aimed at increasing the level of the country's tourism potential. A fundamentally new digital environment of the tourism business ecosystem is being formed, which is the main driver of global changes, which, among other things, may have multiple risks in the multifaceted processes of effective production of contradictory transformations caused by the Fourth Industrial Revolution [43].

Given the requirements of the Law of Ukraine “On Amendments to the Law of Ukraine “On Tourism” [12] and taking into account that the country's tourism policy is connected with requirements that should reflect the interests of society as a whole, it can be determined that the economic and legal mechanisms for the development of tourism potential, related to the bodies of legislative power regarding the standardization of legal acts that regulate relations in the field of tourism.

It should be noted that the legal instruments in tourism policy, which operate on the basis of economic and legal mechanisms for the development of the country's tourism potential, provide for the following: coordination and promotion of tourism development on a global scale (the instruments are implemented through the UNWTO with the participation of international financial organizations); coordination of tourism policy at the interstate level, which is achieved through regional tourist organizations and special bodies of interstate associations (European Community);

coordination of policies in the field of tourism at the national and regional levels, which is carried out through specially created state bodies and public associations of tourist organizations [17].

In modern international practice, three approaches to the implementation of legal instruments in tourism policy have been developed, which operate on the basis of economic-legal mechanisms for the development of the country's tourism potential. The first approach to solving issues of tourism development in cities is carried out independently by the subjects of tourist destinations based on the principles of the market economy and under the condition of creating safe conditions on the part of the country. The approach is effective in EU countries and the world, where private companies of various sizes and specializations predominate. The main condition for choosing such an approach is the country's investment attractiveness for foreign investors and tourists in the world market. In this case, there is no need to create special state bodies of tourism policy. The key is the creation of an effective legal field necessary for the development of tourism potential [6].

When choosing the second approach, it is envisaged to create a special state body endowed with significant powers and financial resources. This approach is effective when the interests of inbound tourism require significant funds to create and maintain a high-level national tourist product and tourist infrastructure, attract foreign direct investment, support small and medium-sized businesses, and ensure the safety of foreign tourists [6].

The third approach involves transferring the functions of the country's tourism policy to a multifunctional or specialized ministry. In such a ministry, a specialized unit may be created, which: deals with the development and improvement of the legal framework, coordinates ministries, departments and regional institutions on the development of international tourism; establishes relations with other countries and international organizations on issues of tourism development, promotes the national tourist product abroad; provides information services for the tourist business [6].

Legal instruments in the country's tourism policy, operating on the basis of economic and legal mechanisms for the development of tourism potential, are implemented with the participation of the state and private sectors, which take into account the specific socio-economic parameters of tourist destinations in the regions. Their implementation is divided into the following main directions: improvement of tourism policy methods; state support for tourism; creation of conditions for the formation of sustainable tourism development; increasing the coordinating role of local executive authorities in the field of tourism.

According to the requirements of the UNWTO with the participation of international financial organizations, the legal methods of the country's tourism policy include: general normative methods (introduction of general rules for creation, reorganization, cancellation of all participants in the tourism business, introduction of a general order of activity of individuals and legal entities); programmatic and institutional methods (development of a target development program, targeted investment programs, concepts of tourism development, state policy strategies in the field of tourism); methods of legalization of tourist business (licensing, accreditation, certification); methods of regulatory and quantitative measurement (prices, tariffs, capacity standards, permissible baggage weight, taxes, fees, rates, customs duties, etc.); stimulating methods (loans, benefits, deferrals, antimonopoly regulation, competition support, etc.); control and accounting and restrictive methods (control and accounting and statistical reporting, restrictions, orders, sanctions, suspension, invalidation of acts, agreements, etc.) [25].

The structure of tourism legislation includes two levels: Level I – laws; II level - other normative legal acts of local state administrations, executive bodies of local self-government in the field of tourism. Legislative acts of the first level not only determine the strategy for the development of tourism potential of Ukraine and lay down unified approaches to the organization of tourism activities, but also, recognizing the priority of international legislation in interaction with the legal systems of European countries and countries of the world. Normative and legal acts of the second level reveal specifics in relation to a specific population and territory. According to the Law of Ukraine “On Tourism”, state tourism policy is carried out by the Verkhovna Rada of Ukraine, the Cabinet of Ministers of Ukraine, the central body of executive power in the field of tourism, local state administrations, local self-government bodies, as well as other bodies within their



competence [43]. The executive body is the State Agency for Tourism Development in Ukraine [14]. These institutions are designed to implement the provisions of the Strategy for the Development of Tourism and Resorts of Ukraine for the period until 2026. It is a by-law regulatory act designed to regulate social relations arising in the field of tourism in more detail and clearly than laws. The strategy reveals the essence and content of the laws, based on the limits and provisions of the law regarding social relations, which are the subject of legal regulation of the tourist business. However, in comparison with other acts, laws are limited in the context of general obligation and multiple application, which does not allow for detailed provisions of their norms. As a result, the legal norms specified in the laws, in most cases, cannot be implemented without the presence of corresponding subordinate legal acts. By-laws are able to more quickly intervene in established social relations with the aim of their regulation in the field of tourism [22].

Legal instruments allow implementing measures to ensure entrepreneurship in the field of tourism through state registration of business entities. The legislation of Ukraine establishes two types of registration of business entities: registration of an enterprise (joint-stock company, limited liability company, private enterprise, etc.), which is carried out in the registration body; registration of business cooperatives, which is also carried out in the registration body. For example, an enterprise, not an entrepreneurial cooperation, is created to engage in travel organization entrepreneurship. Enterprises engaged in entrepreneurship in the organization of travel are divided into enterprises engaged in entrepreneurship in the organization of travel within the borders of the country and enterprises engaged in entrepreneurship in the organization of international travel.

Scientists V. Baitsym, O. Shaptali, N. Yatsuk and others [2; 24; 27], share the same opinion that tourism entrepreneurship in Ukraine functions in conditions of inadequate legal, methodological, organizational and informational support from the state. As noted by scientists I. Zhurba, O. Grindii, M. Pyshchenyuk, M. Reimann, O. Kornus, V. Patsyuk, N. Wengerska and A. Kornus, this is especially evident at the level of small towns and rural UTCs, in which the development of tourism potential depends on socio-economic and cultural factors – ensuring employment of the rural population, construction of rural infrastructure, reconstruction and preservation of monuments, etc. [11; 19].

Therefore, it is proposed to develop and approve by law the State long-term strategy for the development of tourism potential and the target program “Development of tourism in Ukraine”, since there is a lack of clarity in the country's tourism policy, namely: different tourist objects are subordinated to different departments; tourist regions are developing without a clear program that would unite the entire tourism industry with a single development strategy and present Ukraine as a single tourist object on the international tourism market. In our opinion, Ukrainian legislation needs to be harmonized with European legislation. At the same time, it is necessary to bring the level of tourist services provided in Ukraine closer to European standards. As long as the quality of tourist services in Ukraine does not come close to the European ones, canceling the mandatory certification of tourist services without introducing another, alternative system, mandatory categorization, which would ensure compliance with certain rules of product quality, is inappropriate and premature. Therefore, the provision of the legislation, according to which the certification of tourist services can be carried out only on a voluntary basis, needs to be improved in order to expand the borders of the country's tourism potential.

**Conclusions.** Thus, the economic and legal mechanisms for the development of the country's tourism potential should be considered as a set of forms and methods of purposeful influence of tourism policy on the development of the tourism industry.

The legislative basis for the regulation of tourism activities in Ukraine consists of the Law of Ukraine “On Tourism”, which specifies the main methods and objectives of regulating the tourism business in the main priority areas of state support. However, during the period of martial law in the country, a qualitatively new approach to the formation of effective state support in the development system of rural areas is needed, which, according to the set of actions, the organizational and legal regulation of the field of green tourism in rural areas should be coordinated by the conceptual and categorical apparatus between the Laws of Ukraine “On Tourism”, “About the personal peasant

economy”, having singled out the type of green tourism in rural UTCs, giving it a definition and establishing the organizational forms of its management.

Adoption of the Law of Ukraine “On Green Tourism in Rural Autonomous Regions” will become the basis for expanding the legal framework for the establishment and development of the country's tourism potential. State protectionism in this direction should be focused on the financing of rural areas and provide for the responsibilities and procedure for using funds from the state and local budgets for the development of the green tourism industry by various entities, including private peasant farms. Based on the experience of the EU countries, the dissemination and implementation of knowledge about organizational and legal, financial support, sustainable innovations, as well as marketing services for the promotion of the offer of green tourism services in rural UTCs will allow to improve and expand the economic and legal field of the country on the way to the introduction of new methods and improvement of existing approaches in tourism activities.

When improving the modern economic and legal mechanisms for the development of the country's tourism potential, it is necessary, first of all, to take into account changes in the external environment, modern trends in the development of related industries that have the greatest impact on the tourism sector, to introduce the latest information technologies into the processes of creating, implementing and consuming a tourist product, which in the future, it will ensure the competitiveness of the industry on the national and international tourist market.

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## ЕКОНОМІКО-ПРАВОВІ МЕХАНІЗМИ РОЗВИТКУ ТУРИСТИЧНОГО ПОТЕНЦІАЛУ КРАЇНИ

**Анотація.** В статті розглянуто економіко-правові механізми розвитку туристичного потенціалу України. Доведено, що єдиний шлях до розв'язання системних проблем у розвитку туристичного потенціалу – це стратегічно орієнтована туристична політика, основним завданням якої є визначення туризму одним з основних пріоритетів країни, впровадження економіко-правових механізмів успішного ведення туристичного бізнесу, інвестиційних стимулів розвитку туристичної інфраструктури, інформаційно-маркетингових заходів

*з формування туристичного іміджу України. Ця політика повинна бути ще й соціально орієнтована та безпечна. Обґрунтовано, що економіко-правові механізми розвитку туристичного потенціалу країни базуються на комплексній вартісно-орієнтованій компоненті зростання конкурентних переваг туризму, регулюючому правовому полі довгострокових партнерських відносин для задоволення потреб (вимог) споживачів, отримання позитивного ефекту в економічному середовищі та підвищення рівня туристичної інфраструктури.*

**Ключові слова:** *туристичний потенціал, економічно-правові механізми, закони, нормативні акти, туристичні ресурси, туристичні потоки, туристичний продукт, туристичний бізнес.*