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У збірнику представлено матеріали, присвячені актуальним питанням сучасної географічної науки та туризмознавства.

Розглянуто освітні тенденції у галузях географії та туризму у світі й Україні, проблеми природничої географії, висвітлення реалізації Сталого розвитку в екологічній, економічній та соціальній сферах, розглянуто питання про стан і розвиток туризму в світі й Україні, перспективі післявоєнного відновлення і використання туристичних ресурсів, природної та культурно-історичної спадщини України.

Для викладачів, аспірантів, магістрів, студентів вищих навчальних закладів та інших зацікавлених осіб.

Автори опублікованих матеріалів несуть повну відповідальність за підбір, точність наведених фактів, цитат, статистичних даних, галузевої термінології, наявність плагіату, імен власних та інших відомостей.

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послуг та тими, хто їх надає. Крім того, на найближчу перспективу слід очікувати також серйозних змін у діяльності туристичних агенцій, зміст яких полягатиме в переході у режим електронної комерції усіх надаваних ними послуг.

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MODELS OF STATE REGULATION OF TOURISM DEVELOPMENT: GLOBAL EXPERIENCE

The tourism industry, developing in the conditions of globalization in an environment favorable to the market economy, private entrepreneurship and free trade, acquires global features of the world economy.

The aggravation of crisis phenomena in the field of tourism indicates the need to improve state regulation in the specified field, to implement effective mechanisms for the development of tourism.

The problems of tourism regulation were reflected in the scientific works of many scientists, such as M.Boyko, S.Hryshchenko, Yu.Dashchuk, J.Dunning,

Z.Kand, I.Krupenya, M.Malska, L.Matviychuk, A.Motsa, O.Nedzvetska, O.Roik, A.Starunska, T.Tkachenko, N.Taylor, J.Holloway, V.Hudo.

At the same time, the issues of the peculiarities of state regulation of tourism are diverse and multifaceted, and therefore require further research.

The purpose of the article is to study the models of state regulation of tourism, which involves the following scientific tasks: to determine the trends in the development of tourism in the world, to study the models and methods of regulation of tourist activity, to substantiate the directions of improvement of state regulation of tourism.

The theoretical and methodological basis of the research is the methods of general scientific knowledge.

Let's consider the forecasted tourist trends of the future.

Environmental sustainability and comprehensive support for environmental initiatives. "Environmental sustainability" is no longer just a slogan, but an urgent need. Modern tourists prefer destinations where the emphasis is on preserving the environment, responsible use of resources, and supporting local communities [1].

The popularity of new tourist destinations has increased. Tourists are constantly looking for new, unique experiences, so they increasingly choose little-known countries and regions.

Development of domestic tourism. High inflation and rising fuel prices lead to increased costs for transportation and accommodation, so modern tourists often prefer to travel within their own country. This allows them to learn more about local culture, traditions and cuisine [2].

Gastronomic tourism. In today's world, local cultural heritage is becoming an important magnet for tourists, particularly in the field of gastronomy and winemaking. This makes it possible not only to promote lesser-known areas, but also to support the local economy and preserve traditions [3, p. 580].

Ecological tourism and visiting protected areas. Tourists increasingly prefer relaxing in nature reserves, observing the local nature and traditional cultures prevailing in these natural objects.

Adventure tourism. Young tourists are increasingly interested in spectacular activities such as mountaineering, rafting and trekking, which provide unforgettable experiences [5].

It is emphasized that during their travels, tourists usually enjoy three main components: exoticism, active recreation and nature.

In the countries of the world, there are different approaches to the creation and functioning of state management bodies in the field of tourism. This is explained by the specificity of the socio-economic and political conditions of development of individual states, the degree of significance and scale of tourism in the national economy, and the level of development of market relations.

The need for state participation in the regulation of tourist activity does not directly determine the degree of this participation. In countries with a developed market economy, an established economic mechanism and perfect legislation that takes into account the interests of both society as a whole and its individual groups (producers and consumers of tourism products), the intervention of state authorities can be minimal.

In countries with an unstable economy, the increased attention of the state to the tourism industry is necessary, as it partially helps to neutralize the negative effects. Removing the state from participating in the regulation of tourism disrupts the balance of relations between the producer and the consumer of the tourist product, while the consumers suffer mainly.

The experience of various countries shows that the development of tourism directly depends on how this industry is perceived at the state level and how much it benefits from state support.

It is worth noting that the tourism industry, as a multi-sectoral complex, needs the coordination of its economic activities much more than any other. However,

excessive state presence and regulation destroys the manifestation of entrepreneurial initiative, which is the basis of the formation of market relations. Therefore, the formation of state management bodies in the field of tourism is a rather complex process.

Considering the models of regulation of tourism activities in the world, they can be arranged according to similar characteristics into appropriate groups. Conditionally, it is possible to define three main models of state regulation of tourism development that have developed in the world (Table 1).

Table 1

Models of state regulation of tourism development [4]

Indexes	Characteristics of the model		
	State	Partnership	Autonomous
The importance of tourism for the country's economy	Tourism is a priority branch of the economy	Tourism is one of the important branches of the economy	Tourism is a secondary branch of the economy
The role of the state	Strict state control	Interaction of the public and private sectors in solving issues of tourism development	Passive state policy. The presence of powerful tourist organizations that represent the state
Form of construction of organizational interaction	Vertical, clearly regulated connections	The presence of horizontal and vertical connections	Horizontal connections based on the contractual system
The main methods of state regulation	Administrative methods (rules, norms, laws)	Parity ratio of economic and administrative	Free competition

		methods	
Financing of the tourism industry	State investments prevail	State financing together with self-financing	Self-financing
Presence of state structures	Ministry of Tourism	Intersectoral ministries	Absence of state authorities regulating tourism activities
Functions of state structures	Financing and investment, development of industry development programs, presentation of the state on the international arena	State regulation, marketing activity	

1. The state model involves the recognition of tourism as a priority branch of the national economy and is characteristic of countries that consider tourism as an important branch of the economy and one of the main sources of foreign currency income for the budget. The state model is used today in a number of countries that successfully develop foreign tourism (Egypt, Turkey, China). The implementation of this model requires significant financial investments in the development of the tourism industry to create and maintain a high-level national tourist product and tourist infrastructure, provide state support for small and medium-sized businesses, create a tourist security system, etc.

2. The partnership model is used in European countries (Switzerland, Germany, Great Britain, Italy, Spain), where issues of tourism development are within the competence of the ministry, as a rule, of the economic profile, in the

structure of which a specialized branch unit (department, secretariat, management, service) is created , administration). It is worth noting that under this model, state authorities cooperate on a mutually beneficial basis with representatives of the tourism business and attract significant budget funds, as well as private investments in the creation and promotion of a tourist product on the domestic and international markets.

3. The autonomous model is based on free competition and assumes the absence of state structures for the regulation of tourist activity. The features of this model include the following: the interests of other sectors of the economy are not taken into account, a single concept of tourism development is not implemented, there is no statistical data collection and information processing at the national level. This model is typical for the USA. The autonomous model should be used in countries with a highly developed private tourism sector, which has all the opportunities to present the state on the international stage even in the absence of state authorities in the field of tourism [4].

Despite the fact that various models of state regulation of tourism development have been formed in the world, each country has its own characteristics and its own options for implementing these models, but at the same time, it is possible to establish general features common to all states.

The analysis of world economic practice shows that the most cost-effective, competitive and promising direction of tourism development in most regions is the use of a cluster approach, which in recent years has become the main tool used to develop economic strategies in countries with a high level of competitiveness of tourist services.

In the institutional and legal dimension, a "cluster" should be understood as a special business regime that involves close cooperation of entrepreneurial structures, local authorities and public organizations with the aim of increasing the profitability of production, competitiveness of products and services, increasing export potential, as well as promoting socio-economic development region

In order to develop recommendations for the formation of a cluster model of the association of business entities in the region, focused on the dominant development of tourism, it is necessary to highlight the main features and functional features of the regional cluster, considered as its key elements:

- geographical proximity and unity of the enterprises that are part of the cluster in combination with the concentration of resources and optimization of the location of production factors within the region;
- clearly expressed specialization of enterprises and business entities, as well as specialization of specific regions as a whole;
- the presence of a significant number of business entities working within a certain area of specialization;
- high level of development of competition between business entities, based on innovative activity and development of forms of inter-corporate cooperation.

The presence of all the listed elements of the cluster is not mandatory. The composition of its participants can be expanded depending on the degree of importance of connections and the level of formation of the cluster.

Within the framework of tourism clusters, such a combination of various enterprises is possible, which in some situations compete with each other, and in others - cooperate to develop certain collective solutions, develop joint initiatives, although in many cases this depends on the structure of the cluster. Therefore, the cluster model assumes not only mutually beneficial cooperation, exchange of information, ideas, technologies, and employees, but also necessarily the presence of competition between them.

Currently, tourist clusters are functioning in many countries (in that case, in Ukraine as well), while the mechanisms of their creation and interaction with other clusters are similar in many aspects.

Tourist cluster associations are a successful example of regional development and one of the most effective forms of organization of innovation processes, in which individual enterprises compete on the market, but entire complexes that significantly

reduce their costs thanks to joint technological cooperation. Clusters form a specific economic space with the aim of expanding the scope of free trade, unhindered movement of capital and human resources, and therefore perform the functions of structural elements of the global system.

In order to increase the competitiveness of tourist enterprises and achieve international standards of tourist services, it is necessary to improve the system of legal regulation of the activities of cluster entities of all types. Despite the fact that in our country, new cluster associations are created every year, among which there are many tourist associations, at the state level they do not have sufficient support and legislative and regulatory approval.

There was also an urgent need to use the model of public-private partnership in the management system of tourist clusters. For this you need:

- to recognize the cluster model of tourism development at the legislative level;
- to develop a program for the development of tourism clusters in the regions;
- improve the qualifications of workers in the tourism industry;
- to borrow the world experience of creating and operating tourist clusters.

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