

**N. Opanasiuk**

*Candidate of Law Sciences, Associate Professor,  
Kyiv National University of Trade and Economics*

**A. Okhrimenko**

*Candidate of Economic Sciences, Associate Professor,  
Kyiv National University of Trade and Economics*

## **ORGANIZATIONAL AND LEGAL PRINCIPLES OF DEVELOPMENT OF DOMESTIC TOURISM IN UKRAINE**

The article is devoted to substantiation of organizational and legal principles of domestic tourism in Ukraine. It reveals the essence of domestic tourism, the analysis of legal regulation of domestic tourism in Ukraine. Based on the statistical reporting, the author provides an assessment of the domestic tourist flows for 2000-2013 years. The advantages and disadvantages of domestic tourism for different contact audiences are specified. The problems and prospects of development of domestic tourism in Ukraine have been generalized.

The development of domestic tourism in Ukraine today is very important as it promotes the development of SMEs in tourism, employment, construction of modern infrastructure, preservation of competitive market of tourism services, promotion of export of tourism services, increase of the share of tourism in

the economy of Ukraine, improvement of tourism image of Ukraine and creation of a competitive national tourist product and its promotion in the world markets.

We believe that “domestic tourism” can be defined as tourism activities within the country of persons permanently residing in it. Particular characteristics and advantages of domestic tourism were identified. It is proved that the development of domestic tourism can be effectively provided only implementing state regulation (tax regulations, promotion of companies engaged in domestic tourism as a priority for state, promotion of national tourism product in the market, etc.). State regulation of the domestic tourism development will increase the volumes of services provided to tourists and respectively payments to the budgets of different levels.