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FUTURES OF DEVELOPMENT OF TOURISM IN ZAPORIZHZHIA REGION

The strategic goal of tourism development planning is its consolidation in ranking of five most visited tourist regional centers of Ukraine. In our view, with regard to peculiarities of Zaporizhzhia region, the following qualitative indicators must be distinguished as a priority for potential tourists: 1. Formation of its image as a region that actively combats the problematic issues of environmental protection and maintenance of the ecological situation. The environmental problems of the city have a direct impact on morbidity and mortality, therefore, the environment requires urgent action from the local authorities, businesses and the public. 2. Improvement of the cultural and aesthetic education and promotion of research and honoring of the historical heritage of the region. 3. Ensuring compliance of the quality of public services with modern requirements of European municipal economy. 4. The quality and ease of transport networks, uninterrupted operation of all modes of transport. 5. Availability and

promotion of the leisure traditions (especially among young people and people of retirement age). Further European integration must be accompanied by fundamental changes in the culture, philosophy and quality of life. 6. Activation of application of advertising, information technology by public authorities, as well as by businesses; wider community involvement in areas of tourism development. Increased use of advertising resources, information technology by public authorities and businesses consist not only in creating customized travel guide for the city, but also in effective cooperation on the creation of an Internet portal, which would provide information about tourist attractions, cultural events, forum and advertising tourist companies, museums, hotels, restaurants, etc. The author's recommendations for solving the above problems can be used to create a "flavor" of Zaporizhzhia region not only as industrial, but also as an environmental, cultural and tourist center of Ukraine.