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FUNCTIONAL SIGNIFICANCE OF CONSTRUCTION ENTERPRISES IN THE TOURISM SPHERE

The article considers the role of construction organizations in the tourism sector. In modern conditions of unstable political situation in Ukraine, the question of the tourism growth becomes one of the most important aspects of economic growth in the country's stability. Adverse internal conditions of development, given relatively controversial international positions of Ukrainian economy, forced to actively look for unconventional ways of overcoming the crisis, for means forming a truly international competitiveness of the national economy.

As the theoretical basis of the study served the fundamentals of science, monographs and other scientific results of modern domestic and foreign thoughts, researches of leading experts in the field of tourism industry, which form a part of the total operation of the mechanism of regulation of the tourism industry. As information sources the authors used the works of domestic scholars and internet resources. The authors employed such scientific methods of research as generalization and grouping.

The reasons for the lack of development of the tourism sector are to be found in a complex socio-economic situation of the state, lack of regulation mechanisms to encourage the tourism industry, lack of an effective strategy for development in this field at both the national and regional levels.

Preferences of tourists in terms of service do not always coincide with the existing capabilities of the price range. The article presents a structured grouping of buildings tourism sector, which provide for involvement of construction companies (repair, reconstruction, finishing etc.). Analyzing tourist flows, it can be concluded that the attractive sector for construction companies will be renovation of hotels with a moderate range of services.

The article analyzes the regions of Ukraine according to the presence of resources for living associated with the tourist flow. In particular, we consider the correlation between preferences of tourists and offered options of accommodation.

The authors considered the way a tourist flow affects the volume of

supply of hospitality services in the tourism sector in the long run.

For adequate implementation of management tasks in tourism, the authors proved the expediency of construction enterprises in renovation of the living accommodations, as a tool for development of tourism industry in the context of the

formation of anti-crisis management decisions.

The proposed grouping of buildings in the tourism industry by regions of Ukraine may be used to analyze the state of the building complex of the territory as a component of the formation of the control system.