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THE PROBLEM OF INVESTING IN THE TOURISM INDUSTRY IN THE KHMELNYTSKY REGION

The aim of this study was to investigate investments in tourism development in Khmelnytsky region. Various sources for this problem were tested.

Ukraine has abundant tourism and recreational resources that, if used properly, can contribute to the rapid and highly efficient development of the country's tourism industry. Despite the slight positive developments, the development of tourism is hampered by many factors, among which the most significant are the lack of tourism infrastructure the slow pace of growth of investment in the development of the material and technical base of the industry. Investment priorities of an industry are determined by the ability of enterprises to ensure high and rapid return on investment. From this point of view, Ukraine, with its significant recreational potential, favorable natural and climatic conditions, is essential for the infrastructure to serve the recreational sector and is a very promising region. In addition, as the world practice shows, the tourism industry is one of the most effective for investment [0, pp.351-358].

However, political and economic instability in the country, low environmental security and passive behavior of the state tourism policy are some of the reasons that have hindered the development of the tourism industry in Ukraine in recent years. Little is known about Ukraine and its tourism and recreational potential to foreign consumers, as there is insufficient financial support from the state and the lack of a comprehensive approach to the promotion of the domestic tour product in the world tourist services market [0, p.146].

Today the importance of a regional tourism policy is growing. Khmelnytsky is one of the regions of perspective tourism development in our country. This is explained by the favorable features of its geographical location, favorable climate, the wealth of natural resources, historical, cultural and tourist-recreational potential. The main tasks of tourism development in the Khmelnytsky region are the formation of a tourist and recreational complex that would satisfy the needs of the population in spa treatment, rest and tourism [0].

On the territory of the Khmelnytsky region there are a considerable number of nature monuments, state reserves, historical and cultural monuments, and a well-developed transport network [0].

Khmelnysky region is the area, where the ancient cultures of Volyn and Podillya are harmoniously combined. It is embodied in the tourism sector of Ukraine as a centre of innovation kinds of tourism and is one of the most potentially attractive in terms of travelling.

The region hosts: 120 nature reserves, 158 natural monuments, 35 monuments of landscape art, 17 reserved tracts, as well as Europe's largest National Park

«Podil'ski Tovtry». The region takes the 3rd place in Ukraine in the number of monuments of national importance. The main kinds of tourism in Khmelnytsky region are: adventure-seeking, cultural and educational, therapeutic, green tourism, extreme.

A striking example of successful investment implementation is the project *The construction of resort complex LLC «ARDEN palace»* in the village Sataniv Horodok district. The uniqueness of the project is a combination of therapeutic resort with a ski base. Investors of the ski resort in Sataniv were representatives of Poland, Austria and Israel.

Khmelnytsky region is one of the most promising places for economic development in Ukraine. Investment attractiveness of the region is determined by favorable geographical location, powerful resources, dynamic development of economy, and social and humanitarian spheres. Developed energy complex, innovative multi-disciplinary industrial and agricultural production form the basis of the economy of the region. Due to its unique historical, cultural heritage, the leisure and wellness tourism industry is developing at a rapid pace, which today can satisfy the needs of even the most demanding tourist. Investment policy in the region is based on a well-defined partnership between the public and private sectors. Particular attention is paid to interregional and international cooperation. Business relations with business partners of many countries of the world are expanding, the volume of investments into perspective spheres of Khmelnytsky economy is growing, and the directions of their investments are expanding.

The introduction of new excursion routes and the search for effective forms of the combination of different types of tourism will contribute to the further development of tourism in Khmelnytsky. To form a positive perception of Khmelnytsky region as an attractive tourist region, considerable marketing efforts are needed, which should be directed to improving the information support system, deepening marketing research in the tourism sector, stimulating the development of tourism infrastructure by attracting domestic and foreign investments for reconstruction. Based on world experience, it can be argued that the development of the tourism industry in Khmelnytsky region is possible with the combination of recreational resources, rich historical, architectural and cultural heritage with well-developed tourist infrastructure and appropriate socio-economic conditions[0].

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