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## **CURRENT STATE OF THE RESORT AND TOURIST SPHERE OF ZAPORIZHZHA REGION**

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Zaporizhia region, having great tourist potential, currently has a relatively underdeveloped tourist infrastructure, that does not increase the development of both domestic and foreign tourism significantly. [1]

The number of tourists in Zaporozhye is 73% of the total number in the region. The share of Zaporizhia in the number of served tourists is about 86%, in the number of tourists - 82%, in the volume of provided tourist services - 79%, in budget revenues - 94%.

In general, the leaders in terms of performance of tourism entities are the city of Zaporozhye, Berdyansk, Melitopol, Enerгодар, Primorsk, Vasylivka and Yakymivka districts. [1]

A survey was conducted through structural subdivisions of the city council and district administrations of Zaporizhia. 390 people took part in the survey, including 106 men (or 27%) and 284 women (or 73%) living in different parts of the city. [2]

In terms of scale, respondents believe that Zaporizhia over the next 10 years should focus on attracting tourists living in Ukraine (27% of respondents believe so). About 20% preferred Zaporizhia region as a priority area for attracting tourists, 12% believe that Zaporizhia can become a tourist center of the southeast and center of Ukraine. The same number (12%) indicate the ability to reach a pan-European or even global scale. Another 20% doubted that Zaporozhye could become a famous tourist center. [3]

According to the priority directions of development of domestic and inbound tourism on the territory of Zaporizhia, the preferences of the city residents are distributed as follows:

1. Cognitive historical and cultural tourism - 66%.
2. "Green", ecological and agritourism - 64%.
3. Event holiday and festival tourism - 44%.
4. Industrial (industrial) tourism - 26%.
5. Organization of mass sports events - 23%.
6. Business tourism and conference service - 20%. [3]

Thus, Zaporizhia region, having such a tourist and recreational potential, should enter the world tourism market, thereby attracting foreign tourists and investors. The development of the resort and tourism sector in the region will increase revenues to regional and local budgets and thus improve living standards. In addition, it will have a positive impact on the growth of demand for local industry products, increase in tourism facilities, the state of construction and infrastructure in the region, will solve the problems of employment and the environment.

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## THE CURRENT STATE OF PRODUCTION AND SALE OF APPLES IN UKRAINE

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Apple is considered a valuable crop not only in Ukraine but also in the world, and its fruits are indispensable in the diet of every person. To meet the needs of the population in these products, the efficiency of functioning and development of the domestic apple market is important. Because of this, it is quite important to study the situation, the prices, the establishment of positive and negative factors influencing the formation of this market.

The purpose of the research is to substantiate the use of various marketing tools in selling of apples. The subject of the research is the theoretical and practical aspects of apple marketing in the apple market. The object of the research is the process of formation of the innovative apple market in Ukraine.

*Tab. 1*

**Dynamics of apple production in Ukraine, 2014-2018**

Indicator	Year				
	2014	2015	2016	2017	2018
Collected area, ha	100200	97300	91600	91200	91800
Production volumes, t	1085350	1179570	1099240	1076180	1462360
Yield, c / ha	108,3	121,2	120,0	118,0	159,3
Growth rate of production,%	x	97,1	94,1	99,5	100,6
Growth rate of production,%	x	-2,89	-5,85	-0,43	0,65

According to the table “Dynamics of apple production in Ukraine” it can be seen that the harvested area of apples for a period of 5 years decreased from 100,200 to 91,800, namely by 8.4%, which is 8,400 hectares. Apple yield, which increased by 50 quintals per hectare over a period of 5 years, entails an increase in production by 34.7%.

The large volume of production and yield entails a lot of problems concerning the sale of apples. Agricultural enterprises sell apples through the following distribution channels: processing enterprises - 25%, on the market, through shops, tents - 10% and through other channels (commercial structures) - 70%.

Apple production in Ukraine is increasing every year due to the efficient work of gardeners. The productivity of apple orchards has doubled in recent years. Some markets remain closed to Ukraine, so new markets need to be developed. Today, Ukraine's exports to the EU have grown significantly, and the first attempts have been made to export apples to the United Kingdom and the Scandinavian countries. In the domestic market there is no effective marketing management, which is a serious obstacle in the search for new sales channels.