

There is such an expression “Without a beautiful appearance, no one wants to know your soul,” in creating a new product we have the same thing, without attractive packaging, no one wants to buy a product.

We also asked consumers about the color palette and packaging design, and it turned out that 58% - think that you need to adhere to the minimum color combinations, and as few unnecessary elements as possible, 19% of buyers - want to see colorful and bright design solutions, and 23% are indifferent and they are happy with everything.

We can say that most of the buyers are already tired of seeing too bright and contrasting packaging with a lot of different colors. They want smoother shades that don't scream, but still attract.

Summing up all of the above, we come to the conclusion that marketers and designers, when promoting a product to the market, should conduct research on consumer preferences regarding product packaging design, create an attractive story that captures the imagination of the buyer and makes him buy the product.

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## PRIORITY DIRECTIONS OF DEVELOPMENT OF TOURIST SERVICES OF UKRAINE

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The modern rhythm of people’s lives is extremely active, it requires a lot of nerves and strength. Such a fast and busy life adds stress that is harmful to health. People need rest, both physical and moral. Therefore, tourism has become an integral part of society and is becoming an increasingly popular service every year. Today, the tourism sector is the service industry which suffers the greatest losses in the world caused by the COVID-19 outbreak, which affects both supply and demand.

The purpose of the article is to analyze the market of tourism services in Ukraine, to determine further prospects for its development, which will allow predicting its development in the future. The tourism industry is becoming increasingly important for the economic and social spheres of any country. The market of tourist services in Ukraine is extremely diverse, so the issue of the quality of tourist services, the study of the tourism market in Ukraine and prospects for its development remains relevant.

The development of tourism in Ukraine directly depends on such sectors of the economy as transport, trade, communications, construction, production of consumer goods. Tourism is considered as one of the leading industries in the field of economic restructuring. When studying the state of the market of tourist services in Ukraine, it is also important to analyze the tourist attractiveness of Ukraine. Today in Ukraine, there are more than 4.5 thousand accommodation facilities for tourists and vacationers with 620 thousand places, but they need radical changes that will meet international standards. In addition, recreational areas, cultural and architectural monuments of Ukraine also need to ensure attractiveness and both tourists’ current involvement and positive reference afterwards.

In Ukraine, a large number of travel companies focus on inbound tourism. As a result, the number of people leaving the country far exceeds the number of people visiting our country. This is one of the factors that has a negative impact on the formation of our country's budget.

To increase the attractiveness of Ukrainian tourism services, innovations, so-called organizational innovations should also be introduced. In our opinion, Ukraine should develop the following innovative types of tourism: 1) business tourism; 2) agritourism; 3) adventure and extreme tourism.

So what should the authorities do to save the already weak domestic tourism industry and effectively use budget funds? In our opinion, Ukrainian government should solve such problems as regulatory framework of the tourism industry; taxes; infrastructure and communications; staff training; keeping balance between priority direction' promoting and perceiving every chance as an opportunity.

One of the main external factors hindering the development of tourism in Ukraine is the unfavorable conditions for entrepreneurship in general and tourism in particular, the imperfection and obsolescence of infrastructure. Ukraine has all the objective prerequisites to become one of the leading tourism countries in the world, but the analysis of the current state of the domestic tourism and recreation industry indicates the low efficiency of this industry today.

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## INNOVATIONS AND STARTUPS FOR TOURISM RECOVERY

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Not only tourism has experienced strong growth throughout the past decade, it is also one of the economy sectors that has proved most resilient in the face of various disruptions and crises. The COVID-19 epidemic poses a threat to everyday life of people worldwide. Travelers are particularly affected, as are people working in tourism. In April 2020, the world has become 100% digital and the conversation has turned to the future of travel. In spite of common awareness of the impact of coronavirus on tourism, the sector evidently has a proven track record of resilience.

Notably, the sector responded to the advent of the Internet by developing guidelines for digital transformation. The dot-com boom of the 1990s broke the traditional value chains and made hotels, airlines, and travel packages more accessible to consumers. Another great disruption was brought about by online travel agencies, which have managed to massively integrate tourist packages, upending the sector's existing practices and leading the way to the digital transformation.

As the challenges facing the tourism sector have accelerated exponentially, the UNWTO has taken a leading role in seeking a more sustainable, accessible, and inclusive tourism. Before COVID-19 outbreak, the sector was already focused on developing new experiences, new stories, and especially new tourism proposals in rural territories; the coronavirus threat has only accelerated this challenge. Appropriately, the UNWTO declared 2020 to be the Year of Tourism and Rural Development.