

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.

## References

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**Language adviser:** *Zaitseva N.V., Senior Teacher of the Department of Foreign languages, Dmytro Motornyi Tavria State Agrotechnological University*

## INNOVATIONS AND STARTUPS FOR TOURISM RECOVERY

**Perepelitsia D. M.,** *perepelicadasha2@gmail.com*  
*Dmytro Motornyi Tavria State Agrotechnological University*

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.

It is obvious that accelerating startups will improve current processes and lead to new ways of positively impacting the sector's value chain. Creating smart destinations is key for short- and long-term development. But even amid the current crisis, there are opportunities to be found. As the world has transitioned to a 100% digital environment, the existing challenges have only accelerated exponentially. The first of these challenges is 'overtourism' – the overcrowding of popular tourist destinations. The second challenge is job creation. The third major challenge is 'open innovation', an area in which startups, corporations, and governments must work together to find solutions.

In foreign markets, analysts are already conducting large-scale studies of consumer preferences – where, for how long and on what journey they are ready to go after the pandemic ends. More than half of Americans surveyed by Destination Analysts [1] believe they won't go anywhere on their next vacation. Among those who plan their vacation as soon as the pandemic ends, most responders of the survey opt for going on a beach vacation (38.2%) and to the countryside (30%).

To conclude, it should be noted that the tourism industry will manage to renew itself, with innovation and technology continuing to play a central role in these efforts. Supporting startups and companies is a key to contribution to the entire spectrum of economic sectors that benefit from tourism.

## References

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**Scientific supervisor:** *Zaitseva N. V., Senior Teacher of the Department of Foreign Languages, Dmytro Motorny Tavria State Agrotechnological University*

## THE INFLUENCE OF THE COUNTRY'S ECONOMIC ENVIRONMENT ON THE ENTERPRISE ACTIVITIES

**Plyasetska V.R.,** *plyasetsckaya.vicka@gmail.com*  
*Dmytro Motorny Tavria State Agrotechnological University*

The country's economy directly affects the welfare of consumers, their financial situation, and purchasing power. Therefore, any changes in this area may necessitate the adjustment of the company's plans, for example, pricing or sales policy.

The aim of our article is to consider some of the country's economy most influential factors. They are presented in table 1.

*Table 1*

**Economic factors of the macroenvironment**

№	Factor	What affects	Threat	Possibility
1	Destabilization of banks creates an unfavorable situation for obtaining credit	Supply	-	
2	Rising inflation has a negative effect on output; depreciation of financial resources of the enterprise	Supply / Demand	-	
3	Decrease in purchasing power of the population	Demand	-	
4	Rising unemployment, which leads to a decrease in the number of purchases of goods due to lack of funds	Demand	-	
5	Devaluation of the national currency, which leads to higher prices for imported materials	Supply / Demand	-	