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CURRENT ASPECTS OF TOURISM POLICY IN THE CONDITIONS OF THE POST-WAR RECONSTRUCTION OF THE COUNTRY

The high rate of development of the market of tourist services, the noticeable increase in the role of tourism in the life of society was almost suspended with the beginning of the full-scale invasion of the Russian Federation on the territory of sovereign Ukraine. Thus, from now on, there is an objective need for purposeful influence on the processes of revival and further development of the tourism sphere, which is manifested in the country's tourism policy, the effectiveness of which will depend on the further steps of tourism development, promotion of national culture, and formation of the country's attractiveness [1; 3; 5; 9]. From now on, the key role of the national tourism policy is to create fundamentally new conditions and define the main strategic guidelines for the development of the tourism sector in the post-war reconstructed countries. The tourism policy of the state is based on concepts, target programs of tourism development and determination of ways of their implementation, which synergistically create a basis for ensuring effective implementation of regional tourism policy [2; 4; 6; 10].

Regional tourism policy is based on the national tourism policy and is reflected in regional tourism development programs, which are created taking into account the specific conditions and development tasks of specific territories. The objectives of the state tourism policy are largely related to the geographical, economic and social conditions of the country's development, as well as the degree of development of the tourism sector. At the same time, it should be taken into account that the tourism system has its general strategic goal – the restoration and development of the spiritual and physical strength of tourists. In turn, it consists of separate tasks of different functional directions – social and economic [4–7]. Since tourism policy is a policy of state authorities, it is a component of general state policy. Therefore, it should be systematically connected with the state economic, social, humanitarian, ecological, agrarian, scientific and technical policies of the country. It is also related to the policy of passenger transportation, the level of international cooperation, and the simplification of visa formalities associated with entering the country. State tourism policy is implemented through the state administration system, using various methods and tools of influence. In the most general form, three groups of methods can be distinguished, which differ in means of influence: administrative and legal; financial and economic; socio-psychological. The tourism policy of the state is a complex system of methods and measures of state influence on the development of the tourism sphere, which is based on administrative-legal, financial-economic and social-psychological methods of influence and is implemented through relevant state and non-state institutions [7; 8].

The tourism policy of the country is determined by its internal and external specific conditions and is a component of the general policy of the state. At the same time, it is based on the generally accepted imperatives of priority development of inbound, social and self-made tourism on the basis of sustainable development, which involves ensuring the preservation,

reproduction and restoration of tourist resources [4; 6]. In modern socio-economic systems, the tourism policy of the state should be aimed not only at the development of the tourist market, but also at creating, on this basis, conditions for the development of human capital, ensuring the employment of the population, the growth of its incomes, and the formation of national and regional competitiveness [1–10].

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INTERNATIONAL HOSPITALITY INDUSTRY: BASIC BUSINESS MODELS OF THE INTERNATIONAL HOTEL BUSINESS IN THE MODERN CONDITION

The international hospitality industry is increasingly increasing the steady trend of hotel chains expanding beyond national borders. The main conceptual scheme of the hotel product includes a mandatory set of requirements, the fulfillment of which is necessary for the creation of a fundamentally new and high-quality hotel product that corresponds to the category of a 4–5 star hotel enterprise [1; 3; 5].

The complex, complex nature of the modern hotel product is reflected in the existence of basic business models of the international hotel business. These models make it possible to analytically describe the boundaries of the hotel network as a form of organization and to justify the existing priorities in the expansion strategy of hotel firms. Thanks to the analysis of quantitative and qualitative aspects that reveal the essence of the models, it is possible to judge