

## THE MAIN DIRECTIONS OF THE IMPROVEMENT OF TRANSPORT SERVICES FOR TOURISM

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Improvement of transport infrastructure of tourism services could positively affect tourism as a whole, significantly increase the number of customers, develop new forms of tourism, to provide new transport accessibility of tourist areas and contribute to the economic development of the country and regions.

The effectiveness of further development of Ukraine's economy depends on the normalization of the services sector, an important part of which is the tourist industry. Tourism called the phenomenon, system, a new way of social and cultural interaction and cognition. At present, the international tourism (travel and passenger transport) accounts for 30% of global services exports and 6% of total exports of goods and services. Tourism as an export category ranks 4th in the world after the export of fuel, chemicals and food at the same time - the spot in many developing countries.

State and prospects of development of tourist industry of Ukraine totally dependent on transport and its ability to provide quality transportation main consumers - tourists. When building relationships transport and tourism should occupy the main place innovative technologies, implementing them without the consent of their appropriateness between carriers and tour operators would not be effective. Inconsistency in the quality of transport services for travel with international standards on safety, comfort, value and other characteristics require rapid introduction of innovative changes in the traffic.

Transport infrastructure is designed to ensure the availability of areas of the city, region, country reliability and safety, suburban and external transport links in terms of population growth and mobility in passenger and freight transport, modern environmental requirements. To address these challenges must play and the development of an integrated transport system that will ensure complementarity of individual and public transport, urban, suburban and external transport systems.

The main directions of development of transport infrastructure of tourism are: first, the creation of modern information systems management and traffic control; secondly, the organization of zones with disabilities by type of vehicle and time of day modes days movement, entry, exit and parking; on the third, creation of public and residential areas extensive network of pedestrian areas, streets, squares, routes, providing convenient insulated from pedestrian traffic connections; fourth, the development of storage and parking systems and service centers, including increasing capacity garages - parking and temporary parking at the nodes of public transportation.

Transport is a means of developing tourism in the region and the country as a whole. Improving transportation services for tourism purposes has a strong socio-economic focus, since it facilitates access to social benefits for the population solves economic problems of the region, increases the attractiveness of the region. Among the priorities of improving transport services for tourist purposes are:

- reducing the cost of fuels by reducing excise taxes on fuel, development of new fuels and expanding the production of fuel in the country;
- improve the quality of pavement and other transportation routes;
- modernization of rolling stock of all transport modes;
- improving service standards in transport;
- organization promoted by all road users;
- the introduction of strict control and the system of fines for traffic violations for all road users;
- organization of monitoring demand and supply for transport services;

- Conducting regular market research.

After analyzing marketing surveillance transport market can conclude the poor quality of satisfaction of tourists because of the physical and moral wear and tear of vehicles as well as insufficient equipping them for the transport of tourists with disabilities, parents traveling with babies, the elderly and others. Behind the needs of consumers and the development of infrastructure facilities such as road no stops manned placards on vehicles coming, buttons, emergency electronic ticket sales offices is a significant barrier to the development of unorganized tourism.

Thus, tourism as a social category, significant for society contributes to the quality of life of the population. In Ukraine, travel abroad still remain the privilege of the minority, while domestic tourism is developing slowly. This is due to several constraints common to most parts of the country, including the most significant is the lack of support from the state or default its obligations and problems of transport infrastructure.

The institutional environment state should concentrate on: the formation of state policy in the sphere of air, road, rail, sea and river transport and in the use of airspace; identifying priority areas of the industry and road management according to the country's competitive advantage in the provision of international tourism in services; development and implementation of measures aimed at the development of trans-European transport networks, transnational axes of the transport system integration of Ukraine into the European and global transport networks; Development of tourism infrastructure, particularly in the directions of the national network of international transport corridors and main thoroughfares.

The main directions of international integration of transport system of Ukraine should include the following: the development of transit potential of the country through the introduction unanimous rules of transportation; improving the quality of transport services provided; creation of equal conditions of access to the market of transport services; improvement of legislation in the transport sector to international standards and active participation in the existing system of international transport corridors.

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