

the trip for the same purpose, for example, in the neighboring Czech Republic or Poland, and more impressions.

Modern tourists have become more demanding - both in terms of material values and their own impressions and needs. Contributing to the trip a minimum of funds, they seek maximum service and impressions, that is, tourists have become more attentive to their costs. Tourists began to better understand the rest and its opportunities, they want to get the same money for better quality service, comfortable rest and a rich program.

There was a specific segment of "healthy and wealthy" tourists. The LOHAS (lifestyles Of Health and Sustainability) abbreviation is used in the English-speaking environment. These people love ecotourism, take care, first of all, of the environment and are ready to even overpay for the "green" holiday and services.

The use of social networks and mobile technologies is one of today's trends in the context of globalization as in other segments of business, in tourism there is a rapid development of this trend. Tourists have become more mobile, regularly enter and monitor information on the Internet from their smartphone

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### **ACTUAL PROBLEMS OF SMALL BUSINESS IN UKRAINE**

Development of small enterprise is the imperative of public policy in the most world countries. Next to an economic effect the sector of small business is carried out by decision of influence on employment and welfare of citizens, and also dynamics of innovative development of economy. In addition,

development of small business is basis of forming of middle class which is basis of company economic in the developed countries. The value of small business for the state determines one of foreground jobs of public policy — this expansion sector of economy.

Among the domestic researchers of problems of development of small enterprise are: A. Butenko, Z. Varnaliya, L. Vorotinoy, V. Geycya, O. Kuzhel, D. Lyapina, V. Lyashenko, Yu. Makogona, N. Shlafman.

Small business in Ukraine is an initial stage of development and are characterized by inadequate efficiency. Under the current situation, Ukraine's small business has great support, which could contribute to a positive economic and legislative climate. The analysis of state-owned entrepreneurship in Ukraine suggests that most business sectors require financial support at the modern and regional levels. The world practice of development and protection of entrepreneurial activity determines that the source of financing is to ensure the state management of guarantees of compensation of mortgages on the terms of insolvency of medium-sized enterprises. This reduces the credit risk that results in the loss of net business, especially for beginners. But this requires the appropriate sources of bank loans. Unfortunately, credit resources in Ukraine for small businesses are very limited. Lack of financial resources, however, is an important aspect of the development of the smallest business, which leads to a decrease in the volume of development of investment processes that are different from economic growth. One of them concerns the development of the domestic economic system, excessive pressure and demand for a system that helps to increase the volume of sales of products that are in the process of taxation, as well as the uncertainty of business entities in the context of commercial activities.

An enterprise in Ukraine has enormous backlogs and large prospects, as there is not another way of forming and strengthening of the state, except for development of market economy, which is based above all things on private business, personality which enables each the self-realization and self-affirmation. Growth of role and value of small business in the Ukrainian economy pulls out new requirements to forming of the proper market in a structure. Realization of the proper measures, got as a result of businessmen, has considerable possibilities for self-realization.

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## THE IMPROVING OF UKRAINIAN PRODUCTION COMPETITIVENESS ON THE INTERNATIONAL MARKET

The problem of competitiveness in Ukraine has become one of the most important in recent years. The effective and stable economy development depends on the production of competitive products. Competitiveness is an important criterion of expediency enterprises output on the international market.

Ukraine is a young country, so domestic producers do not have any experience in order to compete with international companies which have succeeded in the face of fierce competition, high saturation of commodity markets, and excess supply on demand. Ukrainian products do not meet the main criteria of international standards; therefore only 1% of Ukrainian goods and services are recognized as competitive on the world market [1].

Insufficient research of the product quality essence and value continues to be one of the main reasons for the low efficiency of Ukrainian products production and its low competitiveness on the foreign market. Ukraine has ranked 81st place out of 137 countries in the Global Competitiveness Index 2017-2018, GCI. Among the negative factors influencing the position of Ukraine in this rating can be: access to financing (16.7%), corruption (15.5%) and tax administration (11%) [2].

In fact, the main ways to increase the competitiveness of Ukrainian products on the international market are: