An extended abstract of a paper on the subject of:
Mechanisms of improving regional tourism in Ukraine

Problem setting The tourist market in Ukraine is in development stage. State of tourism market congruent with state of economy and is determined by socio-economic and political processes taking place in the country, playing the reform of public life. Ukraine is among the countries where tourism as active leisure activities encouraged by the state, promoted and stimulated by socialization tourism and therefore was perceived by most people as a part of life.

Recent research and publications analysis Analysis of sources of scientific issues of the mechanisms of improving regional tourism shows that Ukrainian scientists are owned significant theoretical improvements.

Paper objective is to analyze the main mechanisms to improve the development of regional tourism in Ukraine

Paper main body. The most powerful and innovative positions have to sit landmarks into the tourism development strategy in the country and weak - need to gradually neutralize each group competitive position should be used in accordance with specific types of competitive strategies that, taken together, will be laid the foundation of the overall tourism development strategy.

Decide on the low capital-labor ratio tourism companies in the region is inextricably linked with the development of leasing directly in the regional tourism by attracting developed leasing companies and the creation of regional depreciation funds.

Improve the development of tourism and supporting infrastructure advisable by promoting competition by engaging companies that provide certified services, enhance public investment in infrastructure, including through the creation of local tourist facilities and related infrastructure development (road network, communications, energy, social infrastructure).

Important in this respect is considered as use of competitive selection in the implementation of priority investment projects in regional tourism.

Increase marketing activities of regional tourist information center need by creating and promoting tourism brands based on unique Carpathian tourism products. Development of regional specialization contract travel companies with large corporations to be able to use corporate channels and sales promotion services, activation-based franchise Carpathian tour operators - activities that are able to transform the weak competitive position of regional tourism industry on strong.

Conclusions of the research Thus regions need a development strategy aimed at improving competitiveness. Almost all Ukrainian regions have the socio-economic
development, developed both independently and with the support of external consultants.