

Русанівські сади. Нині річковий транспорт України виконує виключно туристично-розважальні, у тому числі круїзні функції.

Таким чином, круїзний туризм – справа дійсно перспективна та вигідна. Круїзний туризм заслуговує на більшу увагу, оскільки має значний потенціал розвитку, оскільки навіть у сучасних складних економічних умовах демонструє активний розвиток.

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REGIONAL LABOR MARKET FORMATION IN THE CONTEXT OF TOURISM INDUSTRY DEVELOPMENT IN CHERKASY REGION

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Modern development of the national labor market in Ukraine is influenced by both endogenous and exogenous factors which determine some of its specificity, which is clearly evident at the regional level.

With the acceleration of the processes of social development, radical transformations taking place in all spheres of life of a globalized society, the role of the labor market increases objectively, which prompts the concentration of efforts of authorities, enterprises and other organized communities aimed at the development of labor potential and employment. A feature of the formation of the regional labor market is a significant differentiation in the levels of development of individual regions. Existing differences within population reproduction, education levels, vocational training, income levels, and, therefore, consumption, combined with trends in the development of the territorial economy, indicate the inappropriateness of unified recipes when defining a strategy and tactics for implementing labor policy [1].

In modern ways of working in Cherkasy region there is a measure of suffering from the territorial imbalance of demand and supply of labor, the level of official registered unemployment exceeds the maximum permissible limit and threatens the social equality of the province. Efficient use of available labor resources, provision of employment opportunities by the population of possible conditions of development in those or other branches of economic activity, which generally use the existing potential of the region. Considering the considerable

provision of the Cherkasy region with natural recreational and historical and cultural resources, one of these branches can be defined tourism, the development of which will create new jobs, provide foreign exchange earnings, as well as diversify the economy through the implementation of population incomes [1].

The main objective of the state and regional policy in the field of tourism should become the formation of a competitive tourism market (first of all, on the basis of the rational use of tourist and resort resources and modern tourist infrastructure), which provides satisfaction of the wide needs of domestic and foreign tourists in tourist and resort services.

In order to increase the competitiveness of tourism, the role of the state must be strengthened in this area with the simultaneous formation of an effective model of cooperation between the state, business and society. Such activity should take place on the basis of social cooperation through harmonization of socio-economic relations between the state, business (employers) and employees. The efforts put in place should be clearly synchronized and coordinated with the general objectives and objectives of the tourism sector development [2].

Development of the tourism industry, aimed at attracting foreign tourists to the region, tourists from other regions of Ukraine. The development of intra-regional tourism contributes to the effective use of tourism resources, the creation of new jobs, and the attraction of citizens to the knowledge of a rich natural and historical and cultural heritage. With a certain increase in the number of visitors there is a need to meet their diverse requests, and, in turn, stimulates the development of various services, transport, trade, service, recreation and entertainment, and others [3].

For effective tourist industry development it is necessary to clearly define the powers between tourist markets' participants, to form the governance structure of tourist industry and to ensure full use of region's tourism potential, making it as affordable as possible for the consumer by establishing a high-quality tourism infrastructure.

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