

in the economic increase of the competitiveness of countries in the world market. After all, every day in the world tourist space includes more new countries.

One important aspect that raises the importance of international tourism for Ukraine is the constant intensification of the demand for a tourist product in the international world tourism market [1].

It is known that the number of tourists who visited Ukraine in 2012 is more than 3033647 people, and the number of foreign citizens who visited Ukraine - 23012823 people.

One important aspect of tourism development is that in many countries tourism is a source of revenue for the state budget, and in Ukraine this potential is not fully realized [2].

Ukraine has almost all the prerequisites for the rapid development of domestic and foreign tourism: features of geographical location and terrain, favorable climate, rich natural and historical and cultural potential.

References:

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THE BUSINESS-PLAN HIS STRUCTURE AND MAINTENANCE OF BASIC SECTIONS

Our work is devoted the study of such important theme as a business plan it's structure and maintenance of basic sections. This theme is important due to that it is an original start for the beginning of action of enterprise, or by continuation of his functioning with changes in strategy of development. Business-plan is basic part which is responsible for development of enterprise [1].

Structure of business-plan is:

1. Industry, firm and its products. (State of industry, conduct of firm in this industry, description of products);
2. Market of products and services research. (Research of the state of products and buyers);
3. Plan and marketing strategy. (Creation of certain strategy is at the level of marketing);
4. Plan of production of goods. (Process of production, suppliers, equipment);
5. Organizationally legal plan. (Distributing of duties, determining the amount of personnel);
6. Financial plan. (drafting of plan of profits and charges of,rukh of money, providing of strategy of break-even);
7. Evaluation and insurance of risks. (Ways to avoid the risks) [2];

In our work we considered business-plan it's structure and maintenance of basic sections, and it is no doubt possible to say, that it is very responsible and trouble work . It is needed to do the row of different sort of researches and do faithful conclusions . Here for this reason a business plan is basic part in the construction.

References:

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