

тому дуже привабливий. Це так званий «голубий океан» української економіки, який цілком претендує стати унікальною перлиною загальноєвропейського туристичного ринку.

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Liudmyla SYMA

Scientific Supervisor

Iryna Prodan,

Ph.D., Senior Lecturer

Kodolányi János University of Applied Sciences

DEVELOPMENT PROSPECTS OF TOURISM IN HUNGARY

Hungary was the world's thirteenth most visited tourist destination country in 2002. Tourism increased by nearly 7 percent between 2004 and 2005[3]. Prices in Hungary are not high for European tourists, so European visitors account for over 98 percent of tourists in Hungary. Austria, Germany, Slovakia and make the greatest number of visitors to the country. Accommodation and meals are not expensive also. For example, the price of lunch in the middle class restaurant about 10-15 euros. In addition, in Hungary have entertainments in various price categories. So this is a good option for budget tourism. Most tourists arrive by car and stay for a short period of time. Hungary's tourist season is from April through October. July and August are the best tourist months.

Budapest is the country's most popular tourist destination. From beautiful Budapest - the city of lights - to its many quaint villages and fantastic scenery, Hungary evokes a strong sense of history and tradition at every turn. Yet while Budapest, justifiably compared with cities like Prague and even Paris, is by far the country's biggest tourist draw, be sure to spend time traveling beyond the capital. Cities and towns of all sizes have preserved their classic old historical attractions, many of which exhibit influences from various cultures, including Turkish invaders and Italian Renaissance designers. And Hungary's countryside includes some of the most beautiful scenery to be found anywhere in Eastern Europe [3].

One of problems in tourism in Hungary, on my experience, is «not friendly staff». Many foreign tourists say that in Hungary they were not satisfied with the service sector, «staff not friendly or even rude».

According to WTO data, tourism generates 10 percent of global GDP and creates one in eleven jobs, and Hungary is no exception. Statistics show that in the first half of 2015 the number of international tourist arrivals in Hungary grew by more than four times the global average, by 17.5 percent [1]. Hungary's tourism increased dynamically in 2014-2016 years, while the guest nights were divided between domestic and foreign traffic in a 45-55% division. The internal traffic rose

by 7% and the foreign grew by 4%. Furthermore, one of the most significant aims was to utilize the capacities more effectively, which were realized as the hotels' capacity could grow by 3%. Regular statements made by the larger European cities show that Budapest had a favorable amount of room occupancy, the city got ranked as 14th [2,p 87].

According to the forecasts of UNWTO and WTTC, the global tourism industry is expected to grow and diversify in the following decades. This also increases the need for qualified labor all around the world, and development will play a crucial role in destinations' and companies' competitiveness in the dynamically changing market. Due to Hungary's central geopolitical and cultural position within Europe, it is the perfect place if you want to understand both Western and Eastern European tourism trends, attitudes and motivations, get to know the standards imposed by the international hotel chains but at the same time experience the unique features, special traits and local gastronomy of their smaller counterparts [2,p 123].

A tourism destination needs a good product portfolio strategy to be able to develop tourism and specialize the existing supply of the destination. The portfolio should be based on the existing attractions and resources, but it should also take into account the essential infrastructures, facilities and services needed to make the development come true [2,p 198]. To succeed in tourism, I would advise to improve the service and conduct more training for staff. So, today Hungary has a lot of possibilities to be one of leader in Europe of numbers of tourist. Interesting attractions, national cuisine, infrastructure, old culture and good climate - it is the main reasons of successful tourism development in Hungary.

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Ірина СМАЧИЛО

канд. екон. наук, доцент
Тернопільський національний
економічний університет

ДЕСТИНАЦІЯ ЯК ОБ'ЄКТ УПРАВЛІННЯ В ТУРИСТИЧНІЙ ДІЯЛЬНОСТІ

Регіони України посідають одне із провідних місць щодо забезпеченості рекреаційно-туристичним потенціалом. Однак, незважаючи на інтеграцію України до міжнародного ринку туристичних послуг, збільшення кількості відповідних світовим стандартам туристичних об'єктів та організацій, умови розвитку туризму в регіонах характеризуються неузгодженостями організаційної структури управління, спрямованості розвитку, станів якісних і кількісних оцінок інфраструктури [1]. У зв'язку з цим необхідне формування