

Overall, the conclusion reached in the paper is that strategic human resource management is a significant frontier which offers great opportunity to advance understanding of the management of human resources.

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## **THE WAYS OF OVERCOMING THE SHADOW ECONOMY IN UKRAINE**

The shadow economy is an economic activity that is not reflected in the accounting and reporting of business; it is not included and is not controlled by public authorities and is aimed at obtaining uncontrollable income by means of violating the law, from which the state does not receive tax revenues. The growth of the shadow economy leads to structural deformations and instability of socioeconomic development, hinders the process of nation-building, democratization and European integration of Ukraine. The growth of shadow economy also has negative consequences, leading to a reduction in governmental revenues that creates a serious shortfall in the state budget. Currently, the deficit of the state budget is one of the urgent problems of economic development of Ukraine.

Any activity in «shadow economy» is a crime. Since the size of the shadow economy in different countries is different and then the definition of the «shadow» depends on the functioning of economic systems. Therefore, methodological and methodical approaches to the evaluation of the shadow

economy and proposals for its significant reduction become especially important. Shadow economy has various expressions, which can be divided into two groups. The first group includes those economic activities that are directly related or are the acts qualified as crimes under the laws of Ukraine. This group includes activities related to drugs, weapon traffic, as well as crimes containing elements of corruption. The second group includes activities that can be called conditionally legitimate, since by their nature, these activities are outside of the legal field. This activity is «shady businesses». One of the main reasons why entrepreneurs are forced to «hide in shadows» is intolerance of tax burden and efforts to overcome various administrative barriers arising in business. The real limiting of the spread of shadow economy can occur only if the harmonization of social relations based on the elimination of contradictions happens. The main reduction of shadow economy lies in the process of sustainable economic growth. The strategy of overcoming the negative consequences of shadow economy must be comprehensive; it has to combine political, economic, legal, and organizational reinforcing activities [2, p. 63-65.]. Enabling the environment for legal, economic activity and the formation of «economic confidence» based on maximization of interests of all businesses and segments of the population are of paramount importance. According to the Law of Ukraine «On National Security of Ukraine» shadow economy is supposed to be overcome by means of tax reform, improvement of financial and credit sector and blocking the outflow of capital abroad [2, p. 5-10]. The next step in overcoming shadow economy is a serious reform of law enforcement, judicial and administrative-territorial structure, and fundamental reform of local government, which will lead to a significant improvement of the current legislation. Another important condition for overcoming the informal sector is the establishment of the conditions for entrepreneurship (especially small and midsize enterprises), the removal of restrictions on it. It is also necessary to soften and differentiate the sanctions and penalties for relatively harmless offenses. It is necessary to establish the legal, organizational and personnel work to raise the level of professionalism, civility of public administration and strengthen its liability for negligence, and abnormal expression related to all forms of business ownership, which is a legal framework of relations of civil servants and entrepreneurs.

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## **WORLD TRENDS OF INTERNATIONAL TOURISM DEVELOPMENT**

The current development of the tourism industry is accompanied by the activation of entrepreneurial activity in the field of tourism, international competition, change in the needs of tourists, which involves the study of global trends in the tourism industry.

In the current economic uncertainty, tourism is one of the fast growing sectors of the economy, stimulating economic progress in both developing and developed countries.

There were fundamentally new types of tourism - gastronomic tourism, tasting tours, dietary, shopping tours, detours, surf-tours (which tourists go for only to learn surfing) and others. In the demand structure there is a shift of priority from "standard" tours (for example, beach holiday) in favor of excursions and special programs. Extreme travels are especially popular: on a balloon, survival of the jungle, expeditions to the Arctic, to Kamchatka, even to travel to space. The research company Tourism Control Intelligence notes that in the near future Antarctica will become a major ecotourism center - it will build hotels, restaurants and other infrastructure.

The popularity of event tourism is increasing - trips to a beer festival, a rock concert of a well-known group, football or tennis match. This trend is especially relevant in Ukraine, because the amount of visiting a concert inside a country with a good place in the hall or at the stadium is quite comparable with