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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

the trip for the same purpose, for example, in the neighboring Czech Republic or Poland, and more impressions.

Modern tourists have become more demanding - both in terms of material values and their own impressions and needs. Contributing to the trip a minimum of funds, they seek maximum service and impressions, that is, tourists have become more attentive to their costs. Tourists began to better understand the rest and its opportunities, they want to get the same money for better quality service, comfortable rest and a rich program.

There was a specific segment of "healthy and wealthy" tourists. The LOHAS (lifestyles Of Health and Sustainability) abbreviation is used in the English-speaking environment. These people love ecotourism, take care, first of all, of the environment and are ready to even overpay for the "green" holiday and services.

The use of social networks and mobile technologies is one of today's trends in the context of globalization as in other segments of business, in tourism there is a rapid development of this trend. Tourists have become more mobile, regularly enter and monitor information on the Internet from their smartphone

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### **ACTUAL PROBLEMS OF SMALL BUSINESS IN UKRAINE**

Development of small enterprise is the imperative of public policy in the most world countries. Next to an economic effect the sector of small business is carried out by decision of influence on employment and welfare of citizens, and also dynamics of innovative development of economy. In addition,