

Among the cities of Ukraine, the largest number of hotels is located in Lviv, Kyiv, Dnipropetrovsk, Crimea, and the Carpathians. However, nobody at the moment can guarantee the full authenticity of the number of hotel rooms in Ukraine. This is due to the rapid development of private business in the face of the emergence of market relations in the country's economy. As in the resort regions (in the Crimea and in the Carpathians), as well as in historical and cultural centers (Kiev, Lviv, etc.), the number of hotel establishments varies almost monthly, so it is still not possible to provide accurate data on the number of hotel locations in the country as a whole [6].

Therefore, to encourage tourists to a specific region or city of Ukraine, it is necessary to create a positive tourist image that will contribute to the prosperity of the hotel industry.

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## **EFFECTIVE USAGE OF UKRAINIAN FOREST RESOURCES**

Forestry like any other branch of economy involved in the marketing transforming, shows a high level of instability connected with a constant changes of both volume and direction of the development. In such conditions subjects of economy must adapt to changes occurring in the internal and external environments. Forestry has to get oriented to leading methods of economy. The main principles of forestry policy in Ukraine

must provide the proportional forest usage, ensure forest recreation, increase woods area and prevent decreasing of wood reserves.

Contradictory process of economic relations transformation in our state requires deep theoretic and practical researches in forming complex strategy of forestry innovative development and expanding of scientific search in this important segment of national economy. This is an important task and it defines the actuality of exploring mentioned above problem.

Considering the current ecological and economic condition of forestry, which is in serious trouble owing to different reason, it can be pointed that there is an urgent necessity to carry out perspective basis of ecological forest usage and enforcement of social and ecological-protective functions.

One of the most important both in economic and functional aspects is the question of forest rational usage. That's why leading methods of forestry activity are always actual ones. Besides this, forests have a huge ecological meaning, as the tree itself is a special item with its own market price but its ecological significance is much higher. Forest resources perform water-defending, protective, sanitary and hygiene, sanitary, recreative, esthetic, educative and other important functions. For this reason, damage done to the woods from cutovers can lead to very remarkable negative results and even to ecological disaster which can't be compared to possible profits from its sale.

Forestry as a special branch of national economy has been developed owing to natural forests' usage. It has its own needs: big productive sites, labor and biological process connection, variety of forest production and its interests; the forest itself is both a subject and a mean; seasonality - as forestry is organized according to the ground and climate zones.

The main forestry peculiarities are: forest's function of environment creation as a component of biosphere, forest's ability to natural renewal, long term of productive cycle, zone differences between forests, difficulty and liveliness of relations between forest's ecosystems components, non-proportional location of woods on the territory, complex and ecological usage of forest resources in national economy.

The main task of forestry organization is providing forestry activity on the basis of a stable market considering natural and economic conditions, aimed assignment, forest and plant's conditions, type variety of woods and their functions.

Ineffective forestry organization, functions combining of the state management and control in the sphere of usage, forest reserves protection and their recreation leads to a poor activity, expanse increase, absence of investments and, eventually, to the perspective loss not only of forestry as well as woodusing, furniture making and paper industries which become hostages of unclear management of forestry.

Complex and ecological usage of forest resources requires a differentiate approach to elaborate special means of their rational disposal, recreation and protection, among them the following are the most important: qualified and timely renewal of forest; appropriate care of wooded areas (including rational and limited extraction of timber); creation of field and forest protective tree belt areas; recreative and timber reserves, rational usage and keeping of berrylike, pabular, technical and officinal plants; forest fire preventing; economical and business disposal of woody tissue; implementation of non-waste technology; increasing of forestry production; elevation of ecological education attitude development of responsible treatment to forests.

In order to reduce the negative influence of logging companies on environment and to create preconditions of rational appliance of modern protective technologies and equipment it is necessary to work out principles, methods and criteria of timber harvesting effects and also to predict the formation of tax deduction system on the state level for businesses which use environment-friendly technologies.

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