

that include full use of all the benefits provided by the law, tax exemptions and other legal techniques and methods.

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COOPERATION OF THE PARTICIPANTS OF THE TOURIST SPHERE AS A PERSPECTIVE WAY OF THE DEVELOPMENT OF THE CARPATHIAN REGION

Introduction. Due to social needs, the pace of industrial development is increasing and people are trying to find a place to rest as far away as possible from polluted cities. Therefore, the development of tourism in the Carpathian region is becoming more and more relevant.

Tourist and recreation centers of Ukraine play an important role for its economy: firstly, it is a sphere of rapid capital turnover, with relatively small investments; secondly, it is an effective means of modernizing the infrastructure and, finally, the possibility of creating new jobs [1].

Objectives of the paper. The aim of the article is an assessment of the possibilities of cooperation of the participants of the tourism sector and its impact on the development of the Carpathian region.

The research of the development of the tourism industry was undertaken by such Ukrainian scientists as A. Tomashevskaya, N. Huk, N. Nedashkovska, I. Barchukov, T. Tkachenko, A. Alexandrova. However, they all studied the development of tourism in general, so it is worthwhile to approach this problem in a new way and determine how the exchange of experience of participants in this sphere will influence the development of tourism.

Results of research. Tourism is the provision of services for active recreation in order to understand the geographical and historical condition of the region and to obtain a health-improving effect. The territory of the Carpathian tourist region covers 56.6 thousand km², which is 9.4% of the territory of Ukraine [2]. The tourist sphere of the Carpathian region has many subdivisions: cultural-cognitive, health-improving, green, rural, etc. [3], because for its development, this region has significant resources: more than 350 architectural monuments, 13 mineral water deposits, about 48% of Ukraine's forests with more than 100 endemics. Despite the great prospects for the development of tourism business, political and economic crises in the country have led to a decrease in the number of tourists in the Carpathian region (Table 1).

Table 1.
Number of subjects of tourism activity in the Carpathian region (units)

Region	Year			
	2012	2013	2014	2015
Zakarpattia	130	82	74	90
Ivano-Frankivsk region	109	112	99	75
Lviv region	279	272	245	189
Chernivtsi region	141	121	68	37

The development of tourism business in the Carpathian region contributes to the progress of the large network of sectors of the national economy of Ukraine. In order to stop the tendency of decrease in subjects of tourist activity in this region, it would be expedient to carry out a number of measures that will positively influence the development of this sphere. Of all the possible ways to improve the tourism situation, we have identified seven main areas: constructing cultural objects, attracting foreign investments, expanding the public catering network, increasing accommodation, expanding sports facilities, expanding other sports and recreation bases, cooperation of tourism sector participants and other. According to the results of

the social survey (interviewed was the age group of 16-39-year-olds), respondents in a greater number favored three areas of development. Besides, 18.3% of respondents voted for development in the form of cooperation between tourism sector participants. Three of the leaders also got two more promising directions: attracting foreign investments (24.7%) and expanding sports and recreation bases (19.4%).

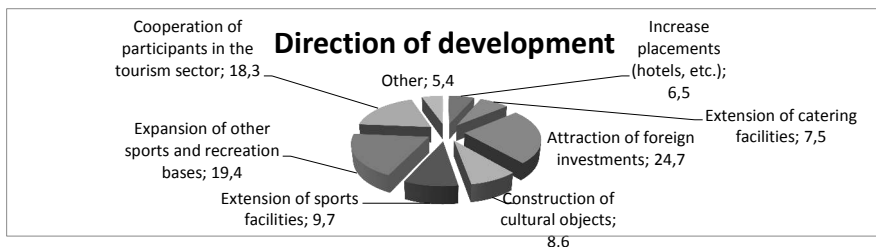


Fig. 1 Perspective directions of tourism development in the Carpathian region (% of respondents)

Conclusion. All in all, combining joint efforts of the subjects of the tourist market will satisfy not only their personal needs, but also the needs of customers, increase their number and increase profits. It is worth noting that the entities are both legal entities carrying out excursions and individuals-enterprises. Consequently, their cooperation should stimulate not only quantitative but also qualitative development, because joint work increases the sector of potential opportunities:

- 1) the cooperation of agricultural associations with the subjects of the hotel and tourist business with the aim of providing food products;
- 2) supply of consumer goods to the shopping malls of tourist complexes in order to receive tourists ecological-quality things at a reasonable price;
- 3) cooperation of forestry and nature protection objects with tourist excursion bureaux;
- 4) cooperation of the transport infrastructure with the subjects.

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TRENDS IN REMOTE EMPLOYMENT IN UKRAINE

Introduction. Societal and economic developments along with technological advances have resulted in the expansion of the labor market and the emergence of new employment forms. Nowadays, there is the need to enhance the labor market flexibility and, therefore, to search for new conceptual approaches to industrial relations that will allow people to realize maximum employment potential by providing favorable conditions for creativity in the workplace. Remote employment regulation in the labor legislation of Ukraine is becoming increasingly important.

Review of recent publications. The issue of the nature and importance of remote employment has been covered in the publications of such scientists as V.K. Antoshkina, V.M. Petiukh [1] M. Bobrykova, A.M. Kolot [2] O.V. Volkova, P.Y. Svitailo, V.M. Korobchenko [3]. However, it should be noted that the issue under consideration calls for a more detailed research.

Objectives of the paper. The study is aiming at the determining the main trends of remote employment in Ukraine.

Results of the research. Rapid development of information technologies has objectively influenced the formation of a new economic climate operating on the basis of modern computer technologies, network information resources and telecommunications. This has resulted in the emergence of remote employment.

Remote employment should be understood as non-standard form of employment based on the flexible social and labor relations between workers and employers that takes place in a virtual environment using information and communication technologies. According to various scholars, the following forms of remote employments should be distinguished:

1) teleworking from home – a type of employment in which workers perform their work duties at home at least one day a week, using a PC as a means of communication with management and colleagues;