

**TOURISM TOWARDS SUSTAINABLE
REGIONAL DEVELOPMENT: ODESSA AND ANTALYA
(ТУРИЗМ НА ШЛЯХУ ДО УСТАЛЕНОГО
РЕГІОНАЛЬНОГО РОЗВИТКУ: ОДЕСА Й АНТАЛІЯ)**

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На світовій арені туристичних послуг Туреччина має високий рівень конкурентоспроможності та передумови для виходу на лідируючі позиції в цій сфері. Це є результатом ефективної туристичної політики держави, яка забезпечує стале функціонування організованого національного ринку туристичної індустрії та може бути прикладом для розвитку туризму України.

Tourism is one of the few potential growth sectors in mature economies. The industry of tourism is considered as one of the most contributively sectors towards economic development.

The present study will be based on Turkish and Ukrainian regions. These diverse regions offer a wide range of examples of the potential and limitations of tourism as a vehicle for development, and of government policies for tourism.

A primary challenge of local governance, both today and in decades ahead, is to steer increasingly external, global forces on local development so that the development achieves the shared vision of the local population.

In cities, towns and villages throughout the world, the primary responsibility for this steering process rests with the institution of local government and its diverse local authorities. Studying in detail the tourist industry of Odessa and Antalya, we shall try to create a clear and comparative description of the two leading centers of tourism.

If the current state of the hotel business of Odesa can be briefly described as «post-crisis», the state of the hotel business in Turkey can be considered as quite successful. We agree that Ukraine today loses the main tourism positions in comparison to Turkey, its industry development in the main regional tourist markets. The colossal efforts of the Turkish business are concentrated on the issues of tourism development. Therefore, because of the study of the experience of the nearest neighbors, Ukraine will be able to develop own national strategies and programs for tourism and resorts. Without doubt, Odessa has the big chance to become a leading international hub and raising star in tourism business with the new level of development.