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## **REGIONALIZATION OF TOURISM: CURRENT STATE AND PROSPECTS OF DEVELOPMENT**

Globalization is an objective process in contemporary international relations. Its leading role requires a comprehensive, inseparable study along with regionalization as another process of the world development and one of the main vectors of our time. Some scientists think that regionalization is a process that is more than just near or parallel to globalization. The correlation of these phenomena in the world economy can be defined as a contradictory interaction, which is due to the nonlinearity of these processes.

Globalization and regionalization are interpreted as the dialectical interaction of multidirectional processes. Globalization is aimed at the unity of the world economy and regionalization is aimed to its fragmentation. Thus, regionalization restricts the functions of free trade, creating protectionist barriers for third countries outside the regional agreements and unions. In addition, regional associations create institutional alternatives to such international economic organizations that cover the countries without taking into account their territorial attachment [1, p. 93–94].

Perhaps this vision is indisputable, but in general, one can agree with it, if it concerns the sphere of tourism. This opinion, in the

context of this study, is confirmed by other researchers who believe that in tourism the globalization is manifested by development of mass recreation, unification of services, concentration of capital by transnational companies and development of information technology. At the same time, globalization also has a negative impact on the development of tourism, as it loses its national, cultural and territorial identity. Encountering global influences the awareness of regional interests is increasing, which shows itself in regionalization the opposite of globalization process.

A clear example of regionalization is the European Union (EU), there natural development of regionalization made the concept – «Europe of regions», which reflects the strengthening of regions and aims to determine their place in the EU [2, p. 14–15, 18]. In 1985, Assembly of European Regions (AER), the key partner of European and international institutions for regional policy, was set up to promote the transformation of European regions into the links between the EU and the citizens. At the beginning of its development, AER has united over 300 European regions with different territories, different administrative and political structures from 33 countries with more than 400 million people. One of the first among its members from the regions of the former USSR was represented Odessa region. The main document aimed at recognizing regionalism was Declaration on Regionalism in Europe (1996), which radically changed the ideas of state borders and their role in society.

The Article 3 § 1 «Powers» in this document says that «the division of powers between a state and regions is established by the constitution or legislation in accordance with the principles of political decentralization and subsidiarity. In accordance with these principles, the authority should be as close as possible to citizens» [3]. Tourism, recreation and sports are among the examples of powers in regions according to the annex in this article which confirms the awareness of society about the importance of tourism in regionalization and strengthening its role in European integration processes and in the world processes. The equivalence of global and regional vectors of modern international tourism makes it a unique and powerful factor for economic development at various hierarchical levels using the advantages of two main trends in the development of the world economy. The international tourism clearly demonstrates the benefits of applying a regional approach for the globalized world with its cultural identity of local communities

and the uniqueness of regions turning into a specific and simultaneously popular mass tourist product [2, p. 18]. It should be added that regional tourism organizations protect interests in international institutions of tourism for a region, in order to strengthen the position of regional tourist products at the world market. They are the peculiar “conductors” of regionalization in the sphere of tourism. Among the leading regional tourist organizations are: European Tourist Board (Ukraine became a full member of this organization in October 2015), American Society of Travel Agencies, Confederation of Travel Organizations of Latin America Countries, Association of Travel Agencies of the Pacific countries [4].

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### **ПРАКТИКО-ОРІЄНТОВАНИЙ ПІДХІД ЯК ОДИН ІЗ ЗАСОБІВ ПРОФЕСІОНАЛІЗАЦІЇ НАВЧАННЯ У ВИЩИХ НАВЧАЛЬНИХ ЗАКЛАДІВ**

На даний час, велика проблема освіти в Україні полягає у відірваності освітньої галузі від потреб країни, невідповідності базовим принципам ринкової економіки, перетворенні освіти у важливий ресурс особистого, суспільного і державного розвит-