

Liudmyla Matviichuk, Mykhailo Lepkyi

## **Organizational and institutional support for the development of regional tourism markets**

The article analyzes the characteristics of the organization and the prospects for the development of regional tourism markets, carried out a structural analysis of organizational and institutional support for the development of tourism at the regional level. An algorithm of actions for the effective development of regional tourism markets has been formed, the main functions of the state in regulating tourism activities have been determined. The structural elements of the institutional infrastructure for the development of regional tourism markets are systematized.

Based on the results of the research, it can be concluded that further promising development of regional tourism markets is ensured by the formation of an optimal institutional infrastructure. The current state of the institutional infrastructure of regional tourism markets is mainly formed by four basic elements (institutions): regulatory, specialized, informational and general. In addition, the modern institutional environment of the regional tourism market operates on the basis of the interaction of a number of formal and informal of both domestic and international institutions, which exercise a significant influence on the researched markets.

Regional tourism markets are created and operate on the basis of both private and state initiatives, and also require the active participation of the state and local authorities to form effective control over the safety and compliance with the standards of tourism services, the conservation and rational use of tourism resources, as well as ensuring the interests of all participants tourist market.