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TRADE IN SERVICES IN THE TOURISM INDUSTRY OF LVIV REGION

Recreation complex consists of a set of interrelated sectors and industries, functional task of which is the activity aimed to meet the diverse and growing needs of people in different forms of recreation and leisure travel at the rational use of all available resources. A variety of services plays a special role in the development of the tourism industry.

Services are an activity of subjects that acquires material form and meets the specific needs of customers – personal, collective, and community. Services are the result of diverse activities carried out by a manufacturer to order of any customers (individuals, businesses, organizations and entrepreneurs).

In Lviv region it is observed a significant growth rate of the services sales volume in 2014 to 19.4 billion UAH, or 12.3% at current prices. It had a positive impact on the proportion of Lviv region in the national services sales volume, which in 2014 was amounted to 5.4%.

Among consumers of services in Lviv region there dominate enterprises that in 2014 consumed services for 13,598,138 thousand

UAH, which is 70.1% of the total. The services sales volume of enterprises exceeds the services sales to population more than 3 times and more than 10 times the services volume sold to other categories of consumers.

As the conducted research shows, features of functioning and dynamics of the service sector in Lviv region have a clear regional orientation. The main factors that lead to deformation of individual service areas include: low solvency of the population, especially in rural areas; volatility, frequency of demand for tourism products; imperfect legal framework protection of the interests of small and medium businesses that operate mainly in the service sector; declarative mechanisms of state support of businesses in the services sector.

However, trade of services is dynamically developing in the state in general and in Lviv region in particular. The scope and range of services offered are increasing. Especially important is the expansion of range of services of leisure and entertainment, which is crucial for the development of tourism in terms of the creation of the relaxing atmosphere.