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CONCEPTUAL ASPECTS OF SYSTEMATIZATION OF INTERNATIONAL AND NATIONAL REGULATION OF QUALITY OF TOURIST SERVICES

The article analyses the conceptual aspects of systematization of international and state regulation of quality of the tourist services. It is proved that the voluntary certification of the travel agencies is the essential element to improve the tourist market of Ukraine.

Legal regulation of relations in the field of quality is carried out by the international, national, and local authorities on certain hierarchical levels. Optimization and systematization of legal support of quality of tourism services' provision in accordance with the latest legislation, development of legal framework application methodologies is essential in terms of formation of a legal state, reforming of the national economy and introduction of new methods of management.

State regulation of relations in the field of quality is carried out on certain hierarchical levels, including the following: mega, macro, meso, and microeconomic levels. The hierarchical division of levels of the quality statutory regulation is conducted based on levels of economic relations.

Analysis of international and state regulation of the quality of tourist services leads to the conclusion that the state should play a special role in this situation. Legal regulation of relations in the field of tourism is made by the international organizations, state and local authorities on several hierarchical levels mega, macro, meso, and microeconomic levels. A part of regulatory bodies of relations are created specifically to regulate relations in the field of quality and another part performs regulatory relations as one of its activities.