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- **Globa Serhiy Vasylyovych**, senior teacher. **Levchenko**  
 - **Veronika Volodimirovna**, student. Poltava national technical university named in honour of Yu. Kondratyuk. **The necessity of protectionist policy in the field of tourist activity on the regional level.** The necessity of effective implementation of protectionist policies for increasing of competitiveness of the region and minimization of expenses in the field of tourist activity is grounded in the article, ways of increasing of the use of present natural resources with a maximal financial effect are outlined also.

**Keywords:** effective model, protectionist policy, regional tourist services market, competitors, customers, tourist product.

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