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## **THEORETICAL ASPECTS OF FORMATION AND EVALUATION OF THE TOURIST POTENTIAL OF THE REGION**

The development of tourism as one of the important branches of the economy of many countries makes it necessary to assess the tourism potential of specific territories and countries. Therefore, the primary objective of ensuring sustainable development of tourism services in Ukraine is to assess its resource potential. Assessment of tourism resources is a prerequisite for planning the development of the tourism industry on a national and regional scale, optimizing the organization of territorial tourist and recreational complexes [1]. In this connection, the issues of formation and assessment of the tourist potential of a specific territory (the country as a whole) are very topical, which in turn requires the specification of the definitions of the basic categories and concepts. However, as practice shows, problematic for today is not only a question regarding the interpretation of the concepts of «tourist resource» and «tourist potential», but there are no unified approaches to their assessment. In the conventional understanding, resources are a collection of material and non-material factors and means that can be used in production and non-productive areas to meet the needs of people. «Potential» is a collection of all available opportunities and means necessary for something. In other words, the resource is a factor and means, and the potential is the ability to do something. In tourism, tourist resources are natural, historical, socio-cultural objects, including objects of tourist display, as well as other objects that can meet the spiritual needs of tourists, contribute to the restoration and development of their physical strength» [2].

The analysis of the definitions of the terms of tourist resources and potentials by foreign authors (E. Bogdanov [3], N. Svyatoho [4], A. Safaryan [5], etc.) showed that there are some differences between these terms. So, the tourist resource is defined by them as already used or most likely to be used in the near future facility of a specific place for tourism purposes, and the potential is represented as an estimation of the same resources in aggregate or in the context of different components of the potential of a particular locality. This approach makes it possible to compare similar resources or resource potential across regions or countries.

Taking into account the above, we believe that the size of the tourist potential of the region is the maximum possible volume of production and sale of tourist services with a given number and quality of available tourist resources in conditions that ensure their fullest use. Its real assessment plays an important role in determining the prospects for the development of tourism in the regional context and the economy of each region. Therefore, the current problem is the search for a single method for assessing the tourist potential, which will provide an opportunity to compare the tourist potential in the regional context. That is why in recent years research has been actively carried out in the field of improving existing methods of assessing tourist potential, as well as creating new ones that have been adapted to our time. Nevertheless, the accumulated experience in assessing tourism potential for types tourism and territories does not allow the introduction of a single method for regional assessment of tourist potential. This is due to the diversity of tourist territories and resources, as well as the variety of types of tourism. At the same time, domestic scientists pay more attention to natural components in their research, and Western scientists carefully consider the attractiveness of specific objects or attractiveness of all objects of the region from the standpoint of tourists.

Among the new methods, it should be noted the method of E.A. Dzhandzhugazov [6]. The author proposes to use the following parameters for assessing the tourist potential: 1) quantitative assessment of resources; 2) evaluation of the structure potential, degree of use of private potential; 3) assessment of the possibilities of using resources; 4) systematic consideration of the state of tourist and recreational resources and determining their significance for the development of tourism in the region. This can be realized in the case of the existence of tourist and recreational cadastres.

E. I. Bogdanov [3] gives an economic integral method for estimating the aggregate tourist potential. He points out the need to distinguish such notions in the assessment process: 1) the total amount of resources of tourist potential; 2) the magnitude of the tourist potential; 3) the indicator of the realization of tourist potential. At the same time, the total volume reflects the maximum possible volume of tourist resources that the territory has at the given time, expressed in some unit. The magnitude of the tourist potential characterizes the maximum possible return of the tourist potential. The indicator of the realization of the tourist potential reflects the achieved level of its use and characterizes the actual return of tourist resources.

A significant contribution to the development of methods for assessing tourism potential was made by domestic scientists. Thus, the methodology for assessing the recreational and tourist potential of individual regions of Ukraine is more thoroughly described in the works of such scientists: V. Gorun [7, 8], G. Pilipenko [7], O. Samko [9], O. Tsurkan [7], A. Basova [10], O. Beidik [11], etc. It should be noted, however, that in the validity of assessing the tourist potential of the regions an important role is played by geographical methods for the reliability of which it is necessary to use the experience and practice of tourist activities specific destination.

Taking into account the above, we believe that integral evaluation of the tourist potential will be more reliable. That is, the use of different methods of assessing a particular type of resource. It is very important to avoid subjectivity. Even using different methods is not easy to assess, for example, the attractiveness of the landscape or historical and cultural heritage. Evaluation in this case will be subjective, since the significance of resources for an individual tourist is different. At the same time, subjective opinion will change depending on the influence of many factors, in particular, due to the growing popularity of a particular tourist region. The experience of the tourist region is considered to be an equally important factor influencing the assessment of the tourist potential. However, despite the subjectivity of the assessment, with the annual influx of tourists, we can already speak about the objectivity of the assessment. Consequently, the issue of assessing the tourist potential of the regions remains problematic. In this regard, it is also necessary to use the economic assessment, in which the focus is not so much on the attractiveness of the region, as on its ability to receive tourists, as well as other economic factors related to tourism.

Thus, the existing methods of assessing the tourist potential in the regional context can be divided into quantitative, qualitative and mixed. At the same time, the quantitative assessment of the potential serves for economic calculations, and the qualitative one is more acceptable for comparative purposes and for attracting investments. It is also important to remember that an unreasonable assessment of tourist potential leads to excessive anthropogenic pressure on tourist resources, sometimes even to their loss. Otherwise, the inadequate development of the territory, which has a high tourist potential. Therefore, the scientific justification of methodological approaches to quantifying the level of tourist potential is of practical importance and is especially relevant for the regions of Ukraine, which have a different «tourist profile».

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## **ОСНОВНІ ПРОБЛЕМИ РОЗВИТКУ ГОТЕЛЬНОГО ГОСПОДАРСТВА ЛЬВІВСЬКОЇ ОБЛАСТІ**

Львівська обл. має значний туристично-рекреаційним потенціал, що вирізняє її серед інших регіонів України. Це не лише історико-культурні й природні ресурси – ліси та гори Карпат чи мінеральні води, а й туристично-рекреаційні продукти цих ресурсів – гірськолижні курорти, туристичні маршрути Карпат та Розточчя, відомі далеко за межами України бальнеологічні лікувальні курорти Моршина, Трускавця та Східниці, туристичні центри з багатою архітектурною спадщиною тощо. Стратегія розвитку Львівської області на період до 2020 року визначає розвиток туристично-рекреаційної сфери як один з пріоритетних напрямків соціально-економічного та культурного розвитку регіону. Починаючи з 2005 р. нішу туристичного бізнесу все більше займають готельні заклади різних форм власності та організаційних структур. У 2016 р. Львівська обл. посіла друге місце в Україні за кількістю приїжджих, обслужених підприємствами готельного господарства області. Послугами готель-