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CONCEPTUAL FACTORS OF TOURISM DEVELOPMENT IN CROSS-BORDER REGIONS

Purpose. To allocate clear principles of development of the cross-border tourism market. To study and analyze the world experience of development of tourism from borders of transboundary regions.

Method. When writing the article, innovative methods for analyzing the development of tourism in transboundary regions were explored. The conceptual foundations of tourism development in general and in cross-border regions in particular were allocated. The main concepts of cross-border tourism were analyzed. Factors and methods were allocated to the research

approach.

Results. The theoretical and methodological principles of tourism development in transboundary regions are considered. The world experience of tourism development in transboundary regions is analyzed and the factors of development of cross-border tourism are highlighted. The official documents forming the basis of strategic development of cross-border tourism are analyzed and allocated. The advantages and limitations of the development of cross-border tourism markets are presented.

Scientific novelty. Mechanisms of development of cross-border tourist markets are considered. In the analysis of cross-border tourist markets, the concept of reasonable specialization and a territorial-oriented approach are highlighted.

Practical significance. Thanks to the development of cross-border tourism markets and the effective use of the tourist potential of the border regions, support for the competitiveness of the region through innovation, commercialization of knowledge and building up of creative industries can be achieved, which is one of the goals of economic development. The activation of cross-border tourism can also act as a catalyst for the development of the regional innovation system.

Keywords: tourism, cross-border tourism, transboundary region, border territories.

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