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Romaniv Pavlo Volodimirovich, PhD in Geographic, Associate Professor, Ivan Franko National University of Lviv, Lviv, Ukraine,
e-mail: rpavlo2007@ukr.net

*ANALYSIS OF OPPORTUNITIES OF DEVELOPMENT OF TOURISM ACTIVITY IN THE ZHYDACHIV
DISTRICT OF THE LVIV REGION*

The purpose of the paper is to study actual and potentially possible tourist and recreational resources within the Zhydachiv district of Lviv region (the Prydnestrrian region). Analyzes the natural, historical and cultural, biosocial assets of the region in the context of tourism development. One of the key tasks is to conduct a SWOT analysis of tourism development opportunities in the research area.

Method. Used methods of comparison, expert evaluations, analysis, synthesis, correlation, justification and others. Methodology for assessing ball scales based on surveys and field research has been applied.

Results. A general analysis is made of the availability of resources and benefits that are relevant and potentially capable of being managed in the tourism sector of the area. The estimation of the possibilities of development of types of tourist activity in Zhydachiv district of Lviv region was assessed. Types of tourism activity are evaluated in terms of resource and infrastructure-institutional support. The SWOT analysis of tourism development opportunities in the region of research was carried out.

Scientific novelty. Opportunities are disclosed and potential threats and results of the use of tourist resources, infrastructure in the tourist activity of the region are shown.

Practical significance. Some recommendations are given on the basis of analytical information on improving the efficiency of management of innovative processes in tourism at the regional level.

Key words: tourism activity, SWOT-analysis, Zhydachiv district, Prydnistr'ya.

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