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TOURIST-EXCURSION ATTRACTIVENESS OF LVIV

The purpose of our work is to analyze and give recommendations on the tourist-excursion attraction in the city of Lviv.

The theoretical and methodological basis of our work is the research of modern theory of state administration, legislative and normative acts of Ukraine and international documents ratified by Ukraine, as well as scientific works of domestic and foreign scientists in the field of tourist excursions.

In order to achieve the goal set in the work, *modern methods* of research were used, in particular, on the basis of the system-analytical method, a theoretical synthesis of scientific concepts, proposals of domestic and foreign figures devoted to the problems of excursion activities was carried out. The use of logical generalization methods ensured a sequence of scientific research. The following methods were used to solve individual problems: statistical analysis - to study the dynamics, structure and efficiency of the subjects of tourist-excursion activity; problem-oriented - for substantiation of directions of solving problems of development of excursion activities in Lviv; comparative - to map the development of excursions in different regions. Also used methodical methods of excursion, reception of the show and narration, for a comprehensive system analysis of the technology of conducting excursion activities.

The practical significance of the results obtained is that the conclusions and provisions of this work will contribute to its further development.

Scientific novelty. As the city of Lviv has a great tourist potential, and confidently steps to reach the level of tourist centers in Europe, we select it for the study of our work. It is the decision of the strategic tasks of development of tourist-excursion business in Lviv, should raise it to a new level, which is possible only in the light of historical practice and experience. Consequently, the actual significance becomes the study and comprehension of the general laws and components of the cultural construction of the city, among which the main place is the tourist-excursion business.

The practical significance of the results is the possibility of their use in the research area for further research of the phenomenon of tourist-excursion attractiveness of Ukrainian cities; in the field of teaching in the teaching of disciplines and in the preparation of textbooks, manuals and methodological recommendations.

Keywords. Tourism, tourist-excursion attraction, Lviv.

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