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*MARKET OF TOURIST SERVICES OF TERNOPIL REGION: DYNAMICS AND
RETROSPECTIVE DEVELOPMENT*

The purpose. The purpose of the study is to study the current state of functioning of the regional market of tourist services and the specifics of its territorial organization, substantiation of directions of its optimization in the region.

Methodology. The basis of the research is the fundamental positions of modern social geography in the field of regionalistics, geography of services, population geography, geography of tourism, marketing geography, conceptual approaches of domestic and foreign scientists who studied the problems of tourism development. Based on the interdisciplinary approach, various methods have been used in the study, including dialectic, abstract-logical, systemic, sociological, statistical, cartographic, as well as comparative-geographical, cluster and multidimensional mathematical analysis, etc.

Results. The territorial organization of the tourist services market is explored. The present state of the tourist market in the Ternopil region, its territorial differences is determined. The main factors of functioning of the market of tourist services in the region are analyzed. The evaluation and analysis of tourism business in the region is carried out. The main problems and opportunities of tourist activity in the Ternopil region are revealed.

Scientific novelty. The main areas of concentration of tourist resources are prominent, promising for the development of certain types of tourism activity, on the basis of which a map of tourist regionalization of the region was developed.

Practical significance. The formation of a modern competitive tourism industry in the Ternopil region will provide an opportunity to meet the needs of foreign and domestic citizens in tourist and recreational services.

Key words: tourism market, tourism, recreation, potential, entrepreneurship, region.

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