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PROSPECTS FOR THE DEVELOPMENT OF INDUSTRIAL TOURISM

ON IVANO-FRANKIVSHION

Goal. Explore the principles of developing industrial tours. Develop a map of the territorial distribution of the centers of industrial tourism in the Ivano-Frankivsk region.

The methodology of the research is based on the use of the statistical base and methodology of the Main Directorate of Statistics of Ivano-Frankivsk oblast; methods were also used: comparative, statistical and system analysis.

Research results. The developed map of "Centers of Industrial Tourism of Ivano-Frankivsk Oblast" simplifies the development of tourist routes of the regional level, since the use of this map diagram allows consistently identify the dominant effects on the development of industrial tourism.

The scientific novelty consists in improving the methods of integrated assessment of industrial tourism centers on the example of the Ivano-Frankivsk region as a system of information indicators for the organization of tourist routes of the regional level.

The practical significance of the study is that the results of the diagnosis can be used to develop organizational and socio-economic measures for the regulation of tourism development at the regional level.

Key words: industrial tourism, tourist resources, objects, business travelers, territory, cadastre, tours.

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