The purpose of the article is to disclosure of the concept of "tourist flows", analysis and evaluation of tourist flows of Lviv oblast, definition of regional preconditions for the development of tourism, identification of the main features of Lviv oblast and analysis of spatial differences and dynamics of tourist flows in the region. The study of tourist flows of Lviv oblast not only allows to assess comprehensively the location of major tourist centers that are promising in the tourism industry, but also helps to highlight the most attractive tourist destinations.

Method. Methodological principles of studying tourist flows of Lviv oblast were based on the study and synthesis of literature and statistical data, which were collected by the author. In addition to this, the author used tabular and cartographic methods.
Results. The paper carries out an estimation of geographic, economic, institutional, natural and cultural preconditions for the emergence and directions of the formation of tourist flows in Lviv oblast. The tourist flows of Lviv oblast are analyzed, in particular, the real state of the tourist services market in the region is shown and its main features are described. The main tourist centers and districts of the region are highlighted. The ratio of the number of foreign tourists and hotel establishments of all districts of Lviv oblast is determined. The main perspectives of tourist flows of the region are highlighted. The paper moves on to analyze obstacles to increasing their volumes.

The scientific novelty of the article lies in the proposed mechanisms of growth of tourist flows in Lviv oblast, which are based, firstly, on the long-term financing of tourism development, economic stimulation of the development of tourism and recreation and the formation of attractive investment climate in the sphere of tourism and recreation in Lviv oblast.

Practical significance is the use of obtained results for creation both regional strategies and programs of the development of tourism industry in the long run.

Key words: tourist flows, tourist attraction of territory, development of tourism, territorial difference, tourist centers, hotel establishments.

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