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*TOURISM DEVELOPMENT PROGRAM IN CHERKASY OBLAST: STRATEGIC DECISIONS
AND GOALS ACHIEVED*

The purpose of the article is to study the issues of development and implementation of relevant programs in Cherkasy region, which could facilitate and assist the development of tourism, analyze the programs that are implemented and adopted in the region according to the decisions of the Cherkasy regional council, etc. Certain strategic decisions and monitoring of program results, achieved goals can be important for determining the priority directions of activities regarding the revitalization of tourism activities in the region.

□□□□□□□□□□ *The method provides* for the use of analytical, statistical indicators, used the method of comparison, etc.

□□□□□□□□□□ *The results of* the study was the search for priority areas of tourism development, the most successful and promising methods and means of creating and promoting a tourism

product in the Cherkassy region.

□□□□□□□□□□ *The scientific novelty* of the research consists in the independent search for an informative base about the strategy for developing tourism in Cherkasy region, monitoring the situation on the market of travel services, analyzing the interaction of state, business structures and civil society.

□□□□□□□□□□ *Practical significance* is the expediency of involving the public in activating the movement towards the creation of new jobs in the segment of the tourist business.

Keywords. Program, strategic decisions, tourism, Cherkasy region.

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