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***MYKOLAIV OBLAST RECREATIONAL POTENTIAL AS A PREMISE OF THE TOURIST
BUSSINESS'S DEVELOPMENT IN MYKOLAIV REGION.***

The main purpose of the article is – on the basis of the research of Mykolaiv oblast recreational potential to define problems and ways of improvement of tourist industry, in particular on the example of Voznesensky district.

Methods. The following research methods were used in the article: cartographic, historical, statistical, literary, analysis method.

Results. The current state of tourist industry of Mykolaiv region and perspectives of tourism development in one of its regions, namely Voznesensky is considered. The tourist object of the district are investigated. A tourist route has been developed.

Scientific novelty. The problems of development of the tourist industry of the region are determined, and also the tourist route has been developed.

Practical significance. The recommendations for the tourist industry of Mykolaiv region and in particular Voznesensky region are given.

Key words: tourism, cognitive tourism, enlightening tourism, recreational potential.

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