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*POTENTIAL OF ARMENIAN HERITAGE IN UKRAINE FOR THE DEVELOPMENT OF
TOURISM: REGIONAL AND MARKETING ASPECT*

Goal. To reveal the potential of the Armenian heritage in Ukraine for the development of tourism in order to popularize among the population of the Republic of Armenia, as well as the Armenians of Ukraine, the Ukrainian tourist product.

The methodology consisted in regional-marketing processing of literature and statistical material collected by the authors on the tourist potential of the Armenian heritage in Ukraine and bringing it to the table for further analysis.

Scientific novelty. The objects of Armenian religion, culture, architecture have been preserved in Ukraine to this day, but in tourist scientific literature their use in tourism is not sufficiently reflected, in particular, only one article on this subject, printed in 2014, can be noted, accordingly, this material needs a modern interpretation considering Russian occupation of Crimea, where there are significant Armenian monuments.

Results. The largest centers of Armenian "civilization" in Ukraine and their main objects (in Lviv, Kamyanets-Podilskyi, Ivano-Frankivsk, Golovanivsk, Bilhorod-Dnistrovskyy, Russia-occupied Yalta) are described, as well as regional-marketing analysis of the potential of the Armenian heritage in Ukraine for tourism development is made.

The practical significance is to draw the attention of Ukrainian tourist organizations to the possibilities of developing Ukrainian-Armenian tourism relations through a comprehensive description of the most significant objects of the Armenian heritage in Ukraine.

Key words: Armenians, Ukraine, ethnic tourism, resource base, regional-marketing aspect.

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