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UDC: 911.3:338 <https://doi.org/10.17721/2308-135X.2020.56.22-28>

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GEOSPATIAL ANALYSIS OF THE DEVELOPMENT OF THE MEANS INDUSTRY ACCOMMODATION OF TOURISTS IN RIVNE REGION

The aim is to analyze the development of the industry of accommodation of tourists in Rivne region in space and time.

Method. The method of research of the industry of means of accommodation of tourists is used. The analysis of hotels by their number, capacity and number of beds; the number of specialized accommodation facilities for tourists and persons staying in institutions and the regional provision of farmsteads were revealed. The system-structural approach, method of generalization and abstraction, economic-static and graphic methods are applied. Regional statistics and reports of relevant agencies were processed.

Results. The regional aspects of hotel development as a means of accommodation of tourists

in Rivne region are studied, the number and capacity of establishments are estimated. As of 2017, there are 43 units in the region. Most hotels are concentrated within the city of Rivne and Rivne district. In the dynamics we observe an increase in the number of hotel establishments. In 2017, the capacity of hotels in the region decreased by 1.5 times, compared to 2010. We analyzed the health facilities of the region, which are undergoing significant transformations. The number of sanatoriums has decreased to 9 by 2015 and remains unchanged until now. This testifies to the crisis-stagnation phenomena in the sanatorium-resort sphere of the region. The number of people using the services of health resorts is decreasing. In the structure of the tourist accommodation industry an important place belongs to agro-villages. There were 60 rural estates in the region, which are considered as private accommodation for tourists. Most within the territories of Bereznivsky, Demydivsky and Zarichnensky districts, which are characterized by high natural resource potential. To increase the demand for accommodation for tourists in the region will help create a highly profitable tourism sector, able to produce and sell quality, competitive in the tourist market.

Scientific novelty. The geographical and chronological aspects of the tourist accommodation industry of the studied region are revealed. Hotels and similar means of accommodation of tourists, specialized establishments as a part of sanatoria and camps of rest and a farmstead are systematically analyzed on an example of the Rivne area.

Practical significance. The results of the work reveal the level and state of providing the Rivne region with accommodation facilities for tourists. Can be used in the preparation of regional socio-economic development programs. To be used in the development of possible recommendations for improving and justifying management decisions in the tourism industry on the example of regions.

Keywords: tourist accommodation industry, hotel, health resort, farmstead, region.

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Надійшла до редколегії /Received Editorial Board 12.05..2020