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SYSTEMIC ANALYSIS OF FACTORS OF THE ATTRACTIVENESS OF THE TERRITORY AS A COMPONENT OF THE TOURIST AND RECREATION POTENTIAL

As a result of the system analysis inhomogeneous factors of attractiveness of the territory as a component of tourist and recreational potential are classified. It is established that the attractiveness for the territory is its dynamic characteristic, with the help of which it is possible to expand tourist and recreational activities in different directions. It is proved that the dynamics of the attractiveness of the territory, which is variable, varies depending on many factors that affect its development.

Purpose: the generalization of certain factors will allow to obtain a comprehensive assessment of the degree of their impact on the current state and the degree of use of tourist and recreational potential in the regions of Ukraine.

The novelty is the results of the composition of heterogeneous factors: the interaction of internal and external (geographical location, information, resources (natural and anthropogenic), infrastructure and personnel, laws, consumers of services (tourists, vacationers), domestic events, economic situation, international events, political and socio-cultural factors). It is proved that internal factors are the source of functioning of the attractiveness of the territory, give the opportunity to improve the tourist and recreational potential in a certain period of time. The

generalization of inhomogeneous factors is offered, which allows to take into account their structural hierarchy, heterogeneity, dynamic instability and to determine the conditions of evaluation. Along with certain factors, the demand for health, recreation, and positive impressions largely depends on the proper condition of the territory, which contributes to ensuring a high level of provision of these services. This level can be achieved by a consistent and structured description of heterogeneous factors of attractiveness of the territory and identifying among them the most optimal factors. It is proved that the study of certain factors of attractiveness of the territory, qualitative assessment, choice of priorities of relevant indicators lead to solving the multicriteria problem of optimizing tourist and recreational potential, which reduces the negative impact of various elements and increases opportunities to increase its demand.

The interaction of internal and external factors was proved using the following methods: analysis of literature sources, description and comparison.

The practical significance of these results shows that in the second decade of the XXI century. in the structure of tourist and recreational potential, which is formed at the junction of many branches of economic activity of people, one of the leading places and active development belongs to the attractiveness of the territory.

Keywords: attractiveness of the territory, tourist and recreational potential, internal factors, external factors, composition.

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