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TOURIST RESOURCES AND PROBLEMS OF THEIR USE (EXAMPLE KAMIANETS-PODILSKYI, UKRAINE)

The purpose of the article is to analyze and assess the natural, climatic, historical and cultural resources of the tourist center of Kamianets-Podilskyi (Ukraine). Based on this, it is planned to identify the existing problems in the tourism industry and form recommendations aimed to solve the issues.

Methodology. The study used methods of comparison, analysis and synthesis and the method of generalization. The method of analysis was used to highlight certain elements of the overall picture, characterizing the potential of the tourist center, the historical value of architectural

structures and the possibility of attracting investment in tourism development. The synthesis method was used to combine a variety of information into a coherent picture that objectively reflects the subject of research. The generalization method was used to formulate base messages, general statements and conclusions.

Results. It was found that Kamianets-Podilskyi has rich natural, historical, architectural and cultural resources that attract thousands of tourists. The main sights of the city are the Smotritskiy Canyon, the Old Fortress and the Old Town with more than a hundred architectural structures. However, the potential of these resources is not fully utilized, as evidenced by the small number of tourists compared to other European tourist centers. The main reasons for the lag include an undeveloped information campaign of city promotion, poor transport links, an insufficient number of hotels, restaurants, entertainment establishments of the appropriate level. Local authorities and private businesses are working on solving these problems, but their efforts have not yet turned into a concrete result in the form of positive dynamics of growth in the number of tourists.

The scientific novelty lies in the fact that an assessment was made of the tourism potential of Kamianets-Podilskyi in comparison with other European tourist centers and the problems that need to be solved to increase the attractiveness of the city.

The practical significance lies in the popularization of the tourist town of Kamianets-Podilskyi. Dissemination of information about the tourist destination is an important step in increasing the tourist flows. The article provides practical recommendations aimed at increasing the attractiveness of the city, which can be used by both the authorities and private business. In addition, the above recommendations can be useful for other cities that plan to develop the tourism industry.

Key words: tourist resources, architectural monuments, tourist potential, fortress, bridge.

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