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SOCIAL AND GEOGRAPHIC ANALYSIS OF MODERN TENDENCIES, PROBLEMS AND PROSPECTS FOR THE REVIVAL OF THE PALETTE OF BRAND DESTINATIONS OF ETHNO-FESTIVAL TOURISM IN THE WESTERN REGION OF UKRAINE in the current crisis realities

The aim of the study is to analyze trends, problems and prospects for the development of ethno-festival tourism in the western region of Ukraine in the current crisis realities.

Methods. The study used the method of statistical analysis, the methods of analysis and

synthesis, comparative method, synthesis method.

Results. The geographical and socio-economic prospects for the development of ethno-festivals and destinations of ethno-festival tourism in the western region of Ukraine are described, the problems and peculiarities of the organization of ethno-festival tourism in the region are revealed.

Scientific novelty. Priorities for the development of ethnic festivals in the region have been identified in order to attract additional tourist flows and promote the development of ethnic culture.

Practical significance. Concrete recommendations on the future development of ethno-festival tourism in the region are proposed.

Keywords: ethnic tourism, ethnic festival, ethno-festival tourism, geography of ethno-festivals, development, region, tourist flows, festival tours.

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