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EVALUATION OF QUALITY LEVEL TOURISM SERVICES AND DIRECTIONS OF GROWTH TOURIST POTENTIAL OF THE CITY PEREYASLAV-KHMELNYTSKY

Goal. The purpose of the article is to analyze the prospective opportunities for improving the tourist potential of the city Pereyaslav-Khmelnytsky.

Method. The methodical basis of the work is the works of domestic scientists in the field of tourism, scientific periodicals, Internet resources, statistics of the Main Department of Statistics in Kyiv Oblast, etc., which reflect the characteristics of the state of the tourist and recreational industry of the region

Results As a result of the research, the tourist potential of the city Pereyaslav-Khmelnytsky has been analyzed. Were proposed the directions of development of the city. They will ensure the preservation of historical monuments, improvement of service and infrastructure, and the popularity of the city. In turn, this will increase the number of tourists that visit the city and improving the tourism potential in general.

Scientific novelty. The main problems of tourism development in the city Pereyaslav-Khmelnytsky are determined, and suggestions on increasing the tourist potential are given.

Practical significance. The coverage of tourism development problems in the city Pereyaslav-Khmelnytsky and the methods of their solution will increase the attractiveness of the city for sponsors and entrepreneurs. Increasing the tourist potential of the city will contribute to a larger flow of funds for the overall development of the city and the region.

Key words: Pereyaslav-Khmelnytsky, tourism, tourist potential, tourist flow.

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