TRENDS OF DEVELOPMENT OF TOURISM AND RECREATION INDUSTRY OF LVIV REGION

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In Ukraine, tourism is one of the most promising areas of economic development. It has a significant impact on the socio-cultural life of both the country as a whole and its regions. Providing favorable conditions for the development of the tourist and recreational sphere triggers the necessary mechanisms for investing both small and large-scale projects.

Lviv Region has great potential for this type of activity. It is a region with unique historical and cultural heritage, art, health and wellness, water and landscape resources, original traditions and customs combined with a favorable geographical location.

In recent years, the tourism industry in the Lviv region has significantly increased, which has a positive impact on the budgeting of the city and region, especially in rural areas, but its opportunities are far from being exhausted.

At the same time, there are a number of problematic issues that hinder the development of the tourist, recreational and sanatorium-resort area. Therefore, it is important to determine what factors influence the efficiency of the use of tourism potential to quickly and efficiently eliminate (or minimize its impact). This, in turn, will lay the necessary prerequisites for the qualitative development of the region, including the creation of new tourism products, increasing the volume of tourism and sanatorium and resort services, attracting as many tourists and persons who will visit the region for the purpose of recreation, rehabilitation and treatment, improving the tourist and health-improving base, etc [1; 2].

Lviv Region is a strategically important region of Ukraine, occupying a special place in the political, economic and cultural life of the country and where the prospects of the tourism and resort industry are among the best.

The Lviv region combines unique historical and cultural heritage, art, medical and wellness, water and landscape resources, original traditions and customs, favorable geographical location, creating a wonderful base for the development of various types and forms of tourism and recreation.
In particular, Lviv region occupies one of the leading positions in the country in the presence of natural and recreational resources. The good combination of economic potential with unique nature and culture makes Lviv region an attractive center for meetings, visits, forums, exhibitions, congresses, festivals, arts and sports events. Thanks to various events, tourist-attractive image of Lviv region is formed and approved both in Ukraine and abroad.

It is worth noting that tourism in the Lviv region is rapidly integrating into the world tourism industry and has been characterized by positive and sustainable dynamics.

Such trends, of course, indicate the positive dynamics of the development of tourism and resorts in the Lviv region recently. At the same time, there are many unresolved issues and problems in the field of tourism and resorts of Lviv region, which significantly hinder the realization of the tourist and resort potential of the region [3; 4].

In the Tourism and Resort Development Strategy for the period up to 2026, approved by the Cabinet of Ministers of Ukraine, it was determined that the only way to solve systemic problems in the sphere of tourism and resorts is a strategically oriented state policy, the main task of which is to identify tourism as one of the priorities of the state, to introduce economic and legal mechanisms for successful tourism business, investment mechanisms for the development of tourist infrastructure, information and marketing activities. on the formation of the tourist image of Ukraine.

Therefore, taking into account the tourist and recreational potential of Lviv region, it is necessary to take a systematic approach to the development of the tourism, resort and recreational industry, to develop and implement a set of measures that will provide: increase in tourist flows and revenues from tourism activities; increasing employment of the population in tourism and related industries; promotion of the Lviv region as a tourist destination (for cognitive, active, rural, ecological, medical tourism) and a safe area for travel, taking into account the need to maintain effective environmental management and protection of the environment; sustainable development of tourism, resorts and recreation in the region.

References:


