Aims & Scope

The biannual journal *Archives of Tourism, Hospitality and Sport Science* is an international, scholarly, and refereed periodical aiming to promote and further research in the fields of tourism, hospitality, recreation and physical education. *ATHSS* is published by Vincent Pol University in Lublin, Poland.

The journal is addressed both to members of the scholarly community dealing with tourism, hospitality, recreation and sport science, as well as business practitioners and professionals. *ATHSS* aims at creating a platform where representatives of all aforementioned sciences are able to exchange their knowledge and experience, disseminate research findings, achievements and developments, as well as to share their insights in hands-on and case-based reports. The journal *Archives of Tourism, Hospitality and Sport Science* welcomes original, conceptual or empirical research papers, book reviews, conference reports, case studies, and letters to the editor.

The scope of the research presented in *ATHSS* is international. All submitted papers are subject to double blind peer review by the members of the Editorial Board and qualified international reviewers. Of special interest are submissions featuring new ideas, tendencies, predictions, hypotheses and achievements within the fields of hospitality, tourism, recreation and physical education as well as related areas relevant to scholars and professionals in these fields.

The submitted manuscripts are accepted for publication based on the recommendations obtained in an anonymous review process. However, the views expressed in the submitted texts are entirely those of the authors and not necessarily of the Editorial Board and Staff of *Archives of Tourism, Hospitality and Sport Science*. Criteria for evaluating submissions include the suitability of their content, significance, conceptual focus, clarity of presentation, and quotation of credible sources. Negative reviews are made available to submitting authors. To ensure professional integrity, the journal follows strict policies on unethical activities related to publication of research results.

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Contact information

Website: www.athss.vpu.edu.pl
E-mail: athss@vpu.edu.pl

Address:
Vincent Pol University
Choiny 2
20-816 Lublin, Poland

Linguistic editor: Małgorzata Płaska

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TERRORISM AS A THREAT TO INTERNATIONAL TOURISM: WORLD TRENDS

Nataliya Antonyuk, Marta Malska, Markiian Malskyi

Ivan Franko National University of Lviv, Ukraine

Abstract

Current world trends in the development of tourism industry are studied in the article. The essence and types of terrorism have been determined; their classification has been provided. The influence of terrorist acts on the development of tourism in different regions has been analyzed. The efforts made by the international community to neutralize this new challenge for the tourism business have been examined.

Keywords: world tourist regions , international tourism, security, economy, United Nations , UNWTO, terrorism, tourism infrastructure .

Introduction

In modern world economies, tourism industry plays an important role of a factor responsible for the stable growth of welfare and employment of the population. Tourism attracts entrepreneurs, because of a high level of profitability, a growing demand for travel services, and a minimum payback period. Tourism accounts for about 7% of world investments, every 16th job, 11% of world consumption expenditures, etc., while the scale and stability of the growth rate make tourism one of the priority business areas, taxes from which alone, according to experts' calculations, could bring up to 4 billion US dollars annually to the state budget of Ukraine.

Despite the global economic challenges, the development of international tourism has lately exceeded all expectations and projections: according to the International Tourism Barometer of the World Tourism Organization (UNWTO), in general, the number of trips taken in 2017 was the highest over the past seven years, as reported by the United Nations World Tourism Organization. This year,

KEY QUESTIONS OF THE IMPORTANCE OF INNOVATIVE TOURISM DEVELOPMENT IN UKRAINE

Sofia Bilous, Iryna Purska, Anna Krasko

Ivan Franko National University of Lviv, Ukraine

Abstract

In the article, the author focuses on the fact that the competitive advantages in tourism are achieved through the introduction of innovation. The positions of leading scientists are concerned by the essence of the meaning "innovation", "innovation development", "innovation activity" and are determined as the principles of innovative development of the tourism industry in the world. The interpretation of the concept of "innovative tourism development" are proposed by the authors. The dynamics of tourist flows and tourism revenues in the countries of Europe for 2010-2016 are analyzed, for the sake of clarity, and the data is shown cartographically. The legislative framework concerning innovations in Ukraine is analyzed. It is specifying a number of countries whose experience should be taken in order to create a competitive tourism product on the basis of innovative development. The strategic priorities of the tourism industry development on the innovative basis are determined. The tendencies of development of the tourist industry of the country are presented. The essence, features and directions of innovative activity in the tourism industry are explored, ways of increasing the efficiency of tourism development in Ukraine have been substantiated by the intensification of innovation activity. The state and reasons hindering the development of tourism in Ukraine on an innovative basis are analyzed.

Keywords: tourism industry, innovations, innovation activity, innovative development, tourism innovations, tourism industry, innovative services, innovation efficiency, tourist product, tourist services, IT technologies, innovative.

Formulation of the problem

Tourism is an important tool for strengthening the image of Ukraine in the world, contributes to the development of the attractiveness of the country as a European, democratic, competitive state. Today, from the point of view of events in the east of our state, the positioning of Ukraine as a state having its millennial history, original ancient traditions, unique nature and monuments becomes even more necessary, and therefore it can offer both Ukrainians and foreigners the opportunity to get acquainted with the unique state of Ukraine. In the modern, dynamic world tourism can't rely on the successful development of the tourism industry without new ideas and solutions. Therefore, the most innovative way of development of the tourist industry, oriented on the long-term perspective, corresponds to the realities of the "new economy".

In today's dynamic economic conditions, with the current level of competition in the international tourist market and the speed of technological change, in our opinion, innovation is the main prerequisite for economic growth. Only through the use of innovation the national tourism industry has real perspectives to become competitive on the world tourist market. However, the achievement of this goal is possible only with the development of a clear and adaptive innovation policy in the tourism sector.

Analysis of recent research and publications

The research of innovations in tourism is considered in the writings of such domestic and foreign scientists: Bogolyubova V., Boyko M., Vlasova N., Gopkalo L., Dmitruka S., Durovicha A., Zhukova M., Kal'chenko O., Kvartal'nova V., Kvasniia L., Malakhova N., Mal'ska M., Mel'nichenko C., Molchanova V., Novikova V., Semenchenko N., Ushakova D., Shcherban O., Chernikova V.

Despite the considerable number of scientific papers devoted to the theme of the application of innovations in the tourism industry, it should be emphasized that some questions have not been worked out. In particular, due attention is not paid to the theoretical and practical aspects of the effective use of tourism innovations in the context of improving the quality of tourist goods and services, the uniform definition of the term "innovation in tourism" is not formed, the optimal directions of innovation development for the Ukrainian tourist product are not given. Consideration of such important questions is the purpose of the article.

Main part

The result of innovation processes is innovation, its introduction in tourism practice is defined as innovation, that from the moment of adoption to the introduction the innovation acquires new quality and becomes an innovation. The Law of Ukraine "On Innovation Activity" No. 40-I dated July 4, 2002 defines the legal and organizational and economic principles of state regulation of innovation activity, establishes the forms of stimulation by the state of innovative processes. This law defines innovations as newly created (and / or) advanced competitive technologies, products or services, as well as organizational and technical decisions of an industrial, administrative, commercial or other nature that significantly improve the structure and quality of production and / or social sphere, and innovation activity - as an activity aimed at solving and commercializing the results of research and development and leading to the launch of new competitive goods and services [1].

In the literature there are several approaches for determining the essence of innovation. The Oxford Explanatory Dictionary explains the concept of innovation as any new approach to the design, production or marketing of a product, resulting in an innovator or its company gaining an advantage over competitors. "The most common explanation for the term: innovation is the result of the creative process in the form of new products (techniques), technologies, etc., the process of introducing new products, elements, approaches. The first concept of "innovation", in its modern sense, was applied by J. Schumpeter, he underlined It was suggested that innovation is a significant change in the function of the produced, consisting in the new connection and commercialization of all new combinations based on the use of new materials and components, the introduction of new processes, the opening of new markets, the introduction of new organizational forms [2, p.8].

Innovation in tourism should be seen as systematic measures that have high-quality novelty and lead to positive developments that ensure sustainable operation and development of the industry in the region. At the same time, the most important feature of tourist innovations in today's conditions should be the novelty of its consumer characters.

According to the analyzed literary sources, we formulated the most complete in our opinion the definition of innovation in tourism - the process of creating advanced, modern, consumer-attractive tourist products, improving existing and creating qualitatively new vehicles and hotel enterprises, the introduction

of advanced technologies, IT programs, the formation of favorable conditions to enter new markets.

In accordance with the provisions of the General Agreement on Trade in Services (GATS), innovative activities in the tourism sector are in the following areas:

1. Introduction of innovations related to the development of the enterprise and tourism business, including reorganization, absorption of competing subjects on the basis of the latest technology and advanced technologies; personnel policies (upgrading and replacing staffing, training system, retraining and motivation of employees); rational economic and financial activities (introduction of modern forms of accounting and reporting, ensuring the stability of the position and development of the enterprise).
2. Periodic innovations (product innovations) aimed at changing the consumer characters of the tourist product, its positioning and competitive advantage.
3. Marketing innovations that can cover the needs of target customers or attract customers who are not covered by this period [3, p.90] .

In the tourism industry, the economic situation in the country, national legislation, social status of the population, as well as intergovernmental and international agreements are very important for the implementation of innovations. In view of this, the motives and the reasons for the emergence of innovations in tourism activity in each country are different. However, you can distinguish several characteristic features:

- overcrowding consumers with many traditional travel destinations;
- aggravation of competition, growth of proposals for standardized global products;
- technological revolution and expansion of services in the economy;
- the transition from the supply economy to the demand economy;
- strengthening of globalization processes in the world tourism market;
- strengthening questions and principles of the environmental policy of the regional tourism development on the basis of sustainable development, formation and implementation of programs for the protection and effective usage of natural and recreational resources;
- training of new generation tourism specialists with innovative vision;
- the change in the situation in the markets, which led to the emergence of new tourist destinations;

- the change in demand structure, the emergence of new demands from consumers;
- unexpected events that do not depend on people's will: environmental and man-made disasters, terrorist acts, etc., which requires new advanced security measures.

Tourism is a multisectoral and multi-vector field, which is a difficult area for innovation. However, in the international tourism market, there is a number of countries that are leaders in the innovative development of the industry. Since 2003, the World Tourism Organization of the United Nations has awarded for outstanding achievements and innovations in tourism. In particular, in 2018 awards were awarded to fourteen projects among 128 applicants from 55 countries for innovation in tourism.

Among them were Turismo de Portugal (the Portuguese state agency responsible for promotion, improvement and sustainability of tourism), the Ecotourism Trust project (India), the Tryponyu project (Indonesia) and the Spanish project SEGITTUR (a structure that promotes innovation in the Spanish industry tourism).

Let's dwell a little more on each of them: Turismo de Portugal, a national tourism association integrated with the Ministry of Economy, is the tourist department of Portugal. Responsible for promotion and sustainability of tourism activities. As part of its mission, the organization promotes and develops a number of projects that have benefited from community-based funding.

The Mangalajodi Ecotourism Trust is a public project sponsored by the RBS India Foundation and the Indian services of Grameen. The project was awarded for recognition of the business model Mangalajodi, which is economically valuable and environmentally sustainable, based on the principles of innovation and eco-tourism. As a result of this innovative project in the Chilak River valley, the bird population has been saved, there has been a significant increase in revenues due to eco-tourism, a sharp drop in poaching and increased support for local populations.

Tryponyu offers a "new" travel business platform that will allow tourists to travel with local guides on the Internet. Of the transactions through the platform, local guides will receive 93% of their revenue. SEGITTUR - an structure of the National Tourism Department - is working to promote innovation in the Spanish tourism sector, both in the public and private sectors,

in order to facilitate migration to a new tourist model. The Spanish project, developed by SEGITTUR, aims to improve the positioning of Spain as a global tourist destination, to search for new mechanisms to stimulate innovation. In the book "Intelligent Travel Areas: Building the Future ", prepared by SEGITTUR, the work of this legislative agency on intellectual tourism destinations is being generalized, one of the projects being carried out by the Ministry of Industry, Energy and Tourism through the National Integration Tourism Plan.

UNWTO Awards for outstanding achievements and tourism innovations are held annually to cover and promote the work of organizations and individuals around the world that have affected the tourism sector. Their achievements served as a source of inspiration for the competitive and sustainable development of tourism and the promotion of the values of the Global Code of Ethics for Tourism and the goals of UNWTO Sustainable Development. The 14th award of the UNWTO was organized in collaboration with the IFEMA / FITUR International Tourism Fair in Spain and with the support of the Macao Tourism Office; The National Tourism Secretariat of Paraguay-Itaipu Binasanal; The Ministry of Tourism in Argentine Republic; Ministry of Commerce, Industry and Tourism in Colombia; The Ministry of Tourism in Ecuador; Ras Al Khaim Department of Tourism Development; and National Geographic. Unfortunately, Ukraine did not have the content to present at this prestigious event.

It should be noted that Ukraine, having enormous potential, is significantly behind the world leaders, from obtaining the total annual revenue from tourism activities, as well as towards introducing innovations in the tourism sector. Our country was visited by 13.6 million tourists a year and it brought $ 1 billion. income (fig. 1).

As can be seen from fig. 1 and 2, in 2016, France was visited 82.6 million tourists, which brought her $ 43 billion, Spain - 75.6 million people, brought $ 60 billion income, Italy - 52.4 million people, the country received $ 40 billion income from the tourism industry, Britain - 35.8 million tourists, earning 40 billion dollars.

Map of the number of tourists in European countries for 2010-2016

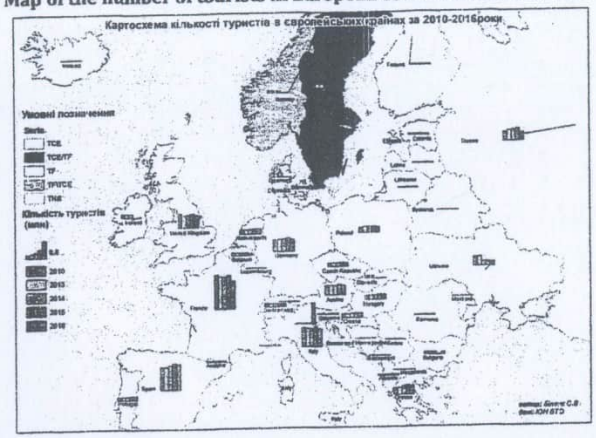

Fig. 1. Map of the number of tourists in European countries for 2010-2016
Source: developed by the author on the basis of UNWTO Barometer.

Income map of tourism industry in Europe for 2010-2016

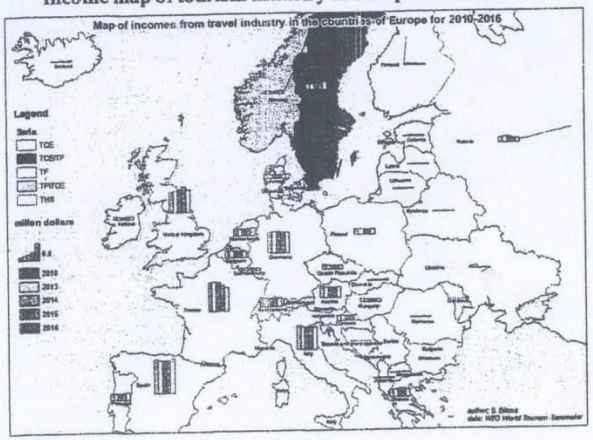

Fig. 2. Income map of tourism industry in Europe for 2010-2016
Source: developed by the author on the basis of UNWTO Barometer.

As can be seen from the statistics and data given in fig. 1 and 2, Europe, France, Italy, and Spain remain leading in 2010-2016. The annual volume of services provided by Ukrainian travel agencies and tour operators is about 1% of the country's GDP (almost $ 500 million), which is $ 10 USA per one resident. The resulting indicator is one of the lowest in Europe [4].

The biggest problem on the path to innovative tourism development for Ukraine is the state of uncertainty and unpredictability of the results of its development due to unpredictable environmental factors: the global economic situation and the situation in the east of Ukraine are not improving, as we would like, and the tourism industry in several countries of the world in turn is fast reacted to serious structural changes in the sector and new problems in the direction of the ratio of demand and supply for tourist services. With this in mind, Ukraine only needs to take into account the best experiences and use it for the benefit of itself. To do this, consider several areas of innovation on the international tourist market:

1. The emergence of new types of tourism associated with product innovations such as the development of new, previously unknown in the market of tours. At one time, they understood rural tourism, ecological, congress, adventure, underwater, cruise, ornithological and other types of tourism. In today's innovations, such offers include: expedition tourism (the French company Poseidon Arctic Voyages Ltd - the largest international tour operator for expeditions to the North Pole and the Arctic); "Prison" tourism (Johor Bahru, Malaysia; Helsinki, Finland); country tourism (special programs for the elderly tourists of Japan, including the processing of potatoes in cottages); Flour Battles (Greece) [6, p. 225]; esoteric tourism (due to demand for esoteric, astrology, unidentified, magical, and so travel destinations are Egypt, Tibet, Jerusalem, India).
2. Creation of resources with predetermined properties and new target function or attraction of new resources to the tourist process. The tourist visiting of the share of a special class of natural anthropogenic objects (reservoirs, ponds, forest parks, etc.) is increasing; The prospects for the development of man-made tourism - mining (mines, careers) and factory - are seriously evaluated. In route and stationary tourism, objects that meet the requirements of exotic are coming to the fore. Examples of such are the following tourist products: - marriage on ice, under water or during a parachute jump; - Accommodation of hotels on trees (Germany), on lighthouses (Iceland, Netherlands), in wine barrels (Ryudsheim, Germany), under water (Key Largo, USA); holding a business conferences in the inflatable conference room "Sphere"; - visiting both closed and active military facilities;

3. The development of new segments of the tourist market, including the inclusion of new natural environments (space) in the tourist movement, territories of extreme type (deserts, Antarctica, equatorial forests). The development of the tourism market can also be achieved by expanding the time frame of tourist seasons, reaching a new target audience (tourism of the "third age", tourism of professional groups);
4. Creation of new tourist-recreational territories. Examples of overseas tourism in the Sahara, specializing in extreme, ethnographic, adventure and entertainment tourism (for example, decorations left after the shooting of the movie "Star Wars", Tunisia) [5].
5. Introduction of innovations aimed at improving the quality of the service . For example, innovations in transport services (transparent aircraft), in hotel business (hotels and complexes on artificial islands), using of energy and resource-saving technologies, which can extend the life cycle of a tourism product or reduce the cost of services, are in demand.
6. Non-standard approaches, novelty of innovative advertising technology attract consumers. Innovative advertising is based on the usage of modern promotional campaigns of modern technical support, the latest computer technologies and non-standard ways of providing information. One of the new marketing innovations is the using of interactive tables, advanced interactive projections, new generation televisions, and the newest computer technologies [6, p. 145-147].

The interactive table is a revolutionary multisensory computer that allows you to interact with digital content in simple and easy ways without the usage of additional equipment. It gives you the opportunity to present a tour company, get acquainted with a virtual tour, which is an excellent marketing step for attracting people to a tourist institution,it also allows you to transmit a three-dimensional image of hotel rooms, surrounding space, restaurants and halls, to inspect them, turning the image 360 degrees, switching from one place in another, evaluate their cosiness and style. At business meetings, the "interactive table" can be transformed into a collective working area for negotiation, planning, dynamic task simulation, review of documents, presentations, charts. This solution actively engages customers in work activities, significantly saves working time, helps effectively to visualize researching results, provides the necessary information, and this is an additional image of the company.

One of the new innovative marketing technologies in the field of tourism is the usage of geo-marketing and methods of tourism development of various marketing concepts in tourism [6, p.148]. The basis of these concepts is the

provision that all activities of the tourism organization are based on continuous monitoring of the market and is based on a solid knowledge of the benefits and needs of potential buyers, their assessment and possible future changes. The financial basis for such integration is the production of only those tourist products and services that are needed and enjoyed by tourists. The content and technology of the realization of the concept of tourism geo-marketing is based on the traditional tourism marketing business and the modern method of processing geographic data based on GPS and Internet technologies. In practice, the technology is implementing the concept of geo-marketing is very flexible, it can change its structure and place of interaction between the market and the buyer of the tourism product, depending on its features, degree of market development, goals, objectives and market conditions. However, all these elements are closely interconnected, the exclusion of at least one element of the system violates its integrity [7].

Thus, it is possible to identify the main directions of innovation in tourism that are necessary for Ukraine:

- release of new types of tourist, restaurant, hotel and transport services;
- usage of new technology and advanced technologies in the production of tourist products;
- use of new tourist resources that have not been used before;
- access to new markets for product sales and the involvement of new communities of consumers.

Conclusion

The feature of the development of innovations in tourism is the creation of a new or improved existing product, the development of new consumer markets, the introduction of advanced scientific and technical developments. Implementation of product, resource, technical and technological, organizational and marketing innovations in the tourist industry of Ukraine will not only increase the tourist flow, increase industry incomes and its competitiveness, but will also ensure the improvement of the quality, of the national tourist product. Innovative processes are crucial for the development of tourism, especially the study of ways and means to overcome the political and socio-economic problems of Ukraine, compared with other fast growing innovation countries. In order to maintain its position in the domestic market, entering the international level of the tourism product of Ukraine, it is

necessary to introduce advanced technologies for the provision of services, new types of ever-changing tourist products. The success of functioning depends on the effective implementation of innovation policy.

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