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## **THE INFLUENCE OF REGIONAL FACTORS ON THE FORMATION OF TOURIST DESTINATIONS IN WESTERN CROSS-BORDER REGIONS OF UKRAINIAN**

### *Summary*

Any region in the process of forming tourist destinations has its advantages and features. For the western Ukrainian cross-border it is important to allocate territorial units as basic, in the formation of destinations, to determine the impact of the border on tourist flows, the organization of cross-border services and more. Considering these and other factors influencing the formation of tourist destinations in western Ukrainian cross-border regions determine the relevance of scientific research. The unresolved problem is to determine the place of western Ukrainian regions among other regions of Ukraine on the main rating indicators, the formation of tourist flows and services to foreign tourists from cross-border countries, which will help to determine regional factors influencing the formation of tourist destinations in western Ukrainian cross-border regions.

The purpose of the study is to determine the regional factors influencing the formation of tourist destinations in western Ukrainian cross-border regions.

The methodological basis of the study compiles a system-structural approach to the allocation of territorial units as a basis for the formation of tourist destinations. The following methods have been applied to the research: analysis to identify regional approaches that have a significant impact on the formation of tourist destinations; positioning to establish the place of the western Ukrainian cross-border regions among other regions of Ukraine according to UNWTO indicators and to determine the main factors influencing the formation of tourist destinations.

Based on the use of a system-structural approach to tourism zoning, territorial units are identified as basic for the formation of tourist destinations. Tourism activities in western Ukrainian cross-border regions in 2019 are analyzed, which indicates the uneven development of the tourism sector in different areas, especially the provision of services to foreign tourists and indicates what services need to be developed, what to look for and how to organize management. Regional approaches that have a significant impact on the formation of tourist destinations are emphasized. Based on the analysis of tourist resources, development of general and special infrastructure, determining the effectiveness of marketing policy and the attitude of the local population to tourists, the positioning of western Ukrainian cross-border regions on the rating indicators defined by UNWTO for tourist destinations. The analysis of tourist flows to Ukraine confirmed that the leaders in the number of incoming tourists (foreigners) who were provided with services by tour operators and travel agents in 2019 are countries that have borders with western Ukrainian regions.

Determining external and internal factors influencing the formation of tourist destinations in western cross-border regions is important in developing strategies for socio-economic development of regions, regional and district tourism development programs, planning and development of landscape-route corridors connecting areas, cores and loci in a single territorial framework.

Important areas of further research in the context of the formation of tourist destinations in western Ukrainian cross-border regions are their participation in the implementation of the EU Strategy for the Danube Region, compliance with the principles and priorities.

**Keywords:** factors, formation, tourist destinations, region, analysis, positioning, tourist flows.

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