

ABSTRACT:

This dissertation is concerned with a tourism development in Western Ukraine. The main goal of this dissertation is to suggest the tourism strategy development. The first part of the dissertation is devoted to the sources analysis, the methodological analysis of this thesis and the qualitative analysis. Next part of this dissertation describes tourism in Ukraine, the tourism development in the country and the tourism development in defined region of Western Ukraine based on statistical data. The development strategy includes tourism capacity determination and the SWOT analysis. Subsequent part concerns development strategy itself, including visions and goals. Finally I process individual tourism development proposals in the Western Ukraine

Key words: development strategy, SWOT analysis, region Western Ukraine