

911.3:338.483.1(477.85)

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38,1 %

(23,4 %), - 22,1 % (20,2 %).

Number and structure of population of Chernivtsi region at the beginning of the year, in thousands of people

1939	812,3	166,4	645,9	20,5	79,5
1959	774,1	203,0	571,1	26,2	73,8
1979	889,8	337,1	552,7	37,9	62,1
1991	938,6	398,8	539,8	42,5	57,9
1999	935,4	399,3	536,1	42,7	57,3
2005	911,5	372,6	538,9	40,9	59,1
2016	908,1	391,1	517,0	41,7	58,3

., 2017 .

74,1, 64,2 . , 385,2 . (87,4 %) , 100,3, 77,8, 68,8, - (26,4 .) - (33,1 . 0,31 . ²). - 28,8 / ². 2,1 , - 62,9–65,5 / ² ; 83,1–92,8 / ² ; 104,7–116,1 – , 54,0 % - 46,0 % . - 21,7 % . 1995 . 3,8 /1000 , 1995 . -0,2, 2009 – -1,3 /1000 . 14,9 /1000 1990 . 11,1 /1000 2016 .

– 23,4 %².
 , , (.2).
 , , [9, .69].

2

„ . 2
 Dynamics of the housing stock of Chernivtsi region, thousands m² of the total area

	1990	2005	2016	2016/1990
	16462	19431	22337	+35,7
, ²	17,5	21,3	24,7	+58,3
	6314	7380	8591	+36,1
, ²	15,9	19,8	22,2	+39,6
	10148	12122	13746	+35,5
, ²	18,7	22,4	26,5	+41,7

„, 2017 .

.2 , , [7, .34].

(.3).

.3 , ,

[3, .234].

(.4),

3

Territorial structure and dynamics of the housing stock of Chernivtsi region, thousands m² of the total area

						2016/1990
	1990	1995	2000	2005	2016	
	16462	17852	18788	19431	22337	+35,7
	4159	4502	4616	4843	5586	+34,3
			218	226	225	-
	971	1050	1204	1237	1488	+53,2
		511	545	576	754	-
	1555	1259	1350	1446	1826	+17,4
	1031	1103	1203	1292	1413	+37,0
	1020	1073	1160	1172	1180	+11,5
	1334	1709	1751	1817	2042	+53,0
	1614	1725	1870	1897	2153	+33,4
	419	446	509	526	583	+39,1
	1278	1281	1110	1079	1101	-13,8
	1374	1557	1640	1704	2304	+67,7
	1532	1613	1612	1616	1682	+9,8

., 2017 .

4

Structure and dynamics of housing equipment in Chernivtsi region, %

	1995		2005		2016		2016/1995	
	50,2	2,0	58,5	5,3	62,8	37,5	+25,1	+1775,0
	50,0	1,6	58,5	5,0	62,6	37,4	+25,2	+2237,5
	39,4	1,5	55,7	8,1	62,5	51,6	+58,6	+993,3
	77,3	80,7	94,0	79,3	91,1	86,5	+17,8	+7,1
	30,7	0,3	37,8	2,1	50,6	35,1	+64,8	+11600
	46,3	1,4	51,4	3,7	52,4	9,1	+13,1	+650
	1,9	0,2	1,1	0,1	1,0	0,1	-52,6	-50

., 2017 .

. 4

, 1995 .

(. . 5).

356,0 / . . 2 (834,0) 280,1 / . . 2. (374,7) [2].
 1990 . 20 2016 . 1990 . 2016 . -
 2005 2016 . -

6

Volume and dynamics of enterprises of services in the Chernivtsi region, thousands UAH

	2002	2005	2010	2013	2016	
	391676	641744	778476	1009687	1206501	100
	364314	582201	727502	931180	1103873	91,0
	1824	4261	7477	8931	12586	1,1
	3436	5881	5318	6248	7006	0,6
	682	1420	546	1018	2201	0,3
	1933	7366	5669	6558	8259	0,7
	1772	2951	1295	2187	2877	0,2
	1831	3189	1694	2247	3514	0,3
	4414	12012	13592	13768	13555	1,1
	3450	5918	4587	7796	6380	0,6
	1147	1554	598	1252	1416	0,2
	1606	2703	1368	2249	3436	0,3
	3456	7803	5213	8064	9840	0,8
	1811	4485	3617	18189	31558	2,6

.., 2017 .

(91,0 %

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1,8
[6, .330].
1,4
7 %
314
600,0
112
800

1. ,2009. 400 .
2. // . 2009. 3 [.]
URL: <http://www.economy.nayka.com.ua/?op=1&z=62>
3. - // . 2010. .70. .231–236.
4. // . 2008. .33. .393–397.
5. : : - , 2005. 316 .
6. - ,2010. 552 .
7. : 4 : ,2004. .3. .33–35.
8. 2016 . : ,2017. 564 .
9. // - . 2008. 12. .66–72.
10. : ,2005. 632 .

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**CONDITIONS AND RESOURCES OF FORMATION AND DEVELOPMENT
OF TOURISM ACTIVITY IN CHERNIVTSI REGION AS A CROSS-BORDER
REGION: SOCIAL-GEOGRAPHICAL ASSESSMENT AND DIAGNOSTICS**

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The article identifies the main conditions and resources for the formation and development of tourist activity in Chernivtsi region as a cross-border region. Due to its spatial predisposition, particular attention is paid to socio-geographical assessment and diagnosis of favourable and unfavourable factors, as well as those that determine the functional-sectoral structure and territorial organization of tourism activity. As a group of them, a socio-geographical position (cross-border provision.); settlement network, demo-reproduction situation and employment of the population; level of economic development; the potential of tourism services. In terms of population density, Chernivtsi Oblast is

fourth in Ukraine and this figure is higher by 38.1 % than the average in Ukraine. The most populated are plain and foothill areas. The housing stock of the region is sufficient and corresponds to the national level – 22.1 m²/per inhabitant, better the living conditions are provided by the villagers (23.4 m²/person) than urban (20.2 m²/per person). The oblast has a considerable length and extensive network of communication paths. This contributes to the intensity of transportation, commodity exchange, the provision of the consumer market, increasing the opportunities for the transfer of tourists. However, in recent years, road construction has been at a much slower pace than in previous periods. The work of educational, medical, cultural and artistic institutions plays an important role in tourism employment. The article provides a detailed analysis of the functioning of the social infrastructure of the region. Bukovina as a cross-border region has many structural components of recreational resources; it is a region of multifaceted summer, winter, mountain-sports, mass cognitive-recreational rest. The use of statistical methods and quantitative indicators allowed to identify the features and specifics of tourism activity, to substantiate the prospects for improving the organization, structure and sustainable development.

Key words: tourism activity, conditions, resources, population, employment, sustainable development, prospects.