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-	8	25625	9	4755	12	11640	19	3205
,	6	10879	7	6114	10	13970	18	3383
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**MAIN DIRECTIONS OF OPTIMIZATION  
OF RECREATIONAL FACILITIES DEVELOPMENT IN TERNOPIIL REGION**

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The article analyses the current situation and problems of recreational facilities in Ternopil region in the context of long-term programs of tourism development in the region. The main directions of optimization of the territorial organization of recreational facilities area were singled out. Strengths and weaknesses, opportunities and threats of the industry in the region were determined using the SWOT-analysis.

*Key words:* natural resource tourism potential, tourism, potential, territorial organization, infrastructure, recreational facilities.