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## **HISTORICAL AND CULTURAL HERITAGE AS A FACTOR OF TOURISM AND EXCURSION ACTIVITIES IN THE EUROREGION «UPPER PRUT» OF CHERNIVTSI OBLAST**

Euroregion «Upper Prut» of Chernivtsi oblast in Ukraine is a unique territory where the historical and cultural heritage of different time periods is represented. The total summary rating values of the historical and cultural heritage of the Chernivtsi oblast are concentrated in the city of Chernivtsi and the administrative districts to the west and north. These lands are the most promising for the organization here of tourist and excursion activities. Taking into account the fact that Chernivtsi, despite the leadership in three positions (architectural, historical and monumental art objects), took second place in the research, we suggest that the city should be used more actively in new directions of tourist-excursion activity for its development, attractiveness and popularization.

An additional argument for the full ability to use the historical and cultural heritage of the above-identified recreational areas in the tourist and recreational business is transport accessibility. Today there are important rail and road transport routes in this area, and the city of Chernivtsi is located 40 km from the state border with Romania. From the end of 2015, between Chernivtsy and Lviv, there is a regional express of the Intercity + class (duration 3.5 hours), which passes through two important railway hubs of western Ukraine in Ivano-Frankivsk and Lviv. This route allows tourists to make a transfer to high-speed trains «Intercity and Intercity +» in Ivano-

Frankivsk and to the most important tourist destinations in Ukraine, and in Lviv to Przemysl in Poland. In Chernivtsi there is an airport that serves only regular flights from Kiev. Now the nearest to the alternative routes mediated air communication with Chernivtsi city, constantly take regular and low-costers, for tourists there were Ivano-Frankivsk, Lviv, as well as Romanian Iasi, Bacau, Cluj-Napoca and the capital of Moldova Chisinau [1].

In 2017, 75 hotels and similar accommodation facilities operated in the Chernivtsi oblast (in the city of Chernivtsi 28 hotels), where 116,959 people were attended to. This is 9.7% more than in the previous year, but only 5.8% of the settlers were citizens of 56 countries, but mostly from Romania, Belarus, Moldavia, Israel, Poland, Germany, Turkey and USA. It should be noted that a positive factor in this is that 68.0% in terms of the number of hotels and 81.3% of visitors account for the best recreational potential of the historical and cultural heritage determined[2]. However, the extremely negative is the fact that foreigners and their minimum number of all the region's tourists lived mainly in hotels and similar accommodation facilities in Chernivtsi city.

The most successful current format in this now can be considered quest-excursions. Their peculiarities are non-standard. According to the above considerations, a script for a developed quest «Austrian Chernivtsi in urban culture and architecture» has been already initiated for the «Tourist Bukovyna» Tourism Industry Association. Another thematic excursion «Northern Bessarabia in the late Roman times» runs through the territory with lower rating points, but in the long term it provides for the popularization of archaeological tourism in scientific and personnel cooperation with the Department of the History of the Ancient World of Chernivtsi National University and the scientific department of the Chernivtsi Regional Museum of Local History and Ethnography. All these tourist products are able to increase the competitiveness of the tourism industry using the regional historical and cultural heritage, to identify areas and specific places of investment and tourist attractions using their historical and cultural resources and to attract Ukrainian Bukovyna to a single region of transboundary cooperation of the Carpathian recreational zone in Ukraine together with neighboring EU countries: Romania, Slovakia, Poland countries at the same time[3].

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### **ШЛЯХИ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ ГОТЕЛЬНОГО БІЗНЕСУ В УМОВАХ РИЗИКІВ І НЕВИЗНАЧЕНОСТІ**

Діяльність суб'єктів підприємництва в умовах функціонування системи економічних законів, загостреної конкурентної боротьби не може бути розрахована з повною визначеністю. У підприємницькій діяльності багато рішень доводиться приймати в умовах невизначеності, що обумовлюється необхідністю вибору напрямку дій з декількох можливих варіантів, здійснення яких доволі складно передбачити.

Будь-якому виду підприємництва властивий ризик. Це пов'язано з існуванням безлічі чинників і умов, які впливають на позитивний результат управлінських рішень, що схвалюються. Досвід свідчить про те, що ризик неотримання намічених результатів особливо виявляється при конкуренції учасників підприємницького обороту і загальності товарно-грошових відносин.

Під підприємницькими ризиками розуміють такі, «що виникають при будь-яких видах підприємницької діяльності, пов'язаних з виробництвом продукції, товарів і послуг, їх реалізацією; товарно-грошовими і фінансовими операціями; комерцією, а також здійсненням науково-технічних проектів» [2, с. 35]. Ризик виступає в якості об'єктивно неминучого елемента ухвалення будь-якого управлінського рішення внаслідок того, що невизначеність є неминучою характеристикою умов господарювання. В практичній ситуації