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SPECIFIC FEATURES OF URBAN TOURISM DEVELOPMENT

In the modern world, urban tourism is a unique and characteristic phenomenon, a phenomenon of our time. At the beginning of the 21st century, experts of the World Tourism Organization established that tourism is one of the key factors in the development of the city. The share of urban settlements where tourism is the main source of local budget financing is gradually increasing. The study of the specifics of urban tourism development is of particular relevance, given today's economic, political, social, technological, and environmental challenges.

The popularity of cities among tourists depends on a variety of factors related to the city itself and the situation in the country and region where it is located. Among the internal factors of tourism development in cities, the availability of tourist resources is important, as a significant number of tourist attractions increases the attractiveness of the city and the length of stay of tourists. A greater diversity of resources in the city will also make it more attractive for visitors and recreation. Another key aspect is the availability of infrastructure, which includes both tourist facilities (hotels, restaurants, tour companies, travel agencies, and entertainment venues) and city services (transportation, medical facilities, and information services) [3].

The development of urban tourism is driven by the active involvement of local authorities, which act as organizers and coordinators of the city's tourism development. It is the city government that determines priorities in the tourism sector, controls the activities of tourism market participants, takes measures to reduce the negative impact of excessive tourist traffic, etc. One of the most effective ways to promote the city is to organize various events, such as sports competitions, cultural exhibitions, and economic forums. Security plays an important role in stimulating urban tourism, as an unstable political or military situation in the region significantly reduces the number of tourists visiting the city [3].

The city's tourism development is driven by its transit value, as cities located at the intersection of tourist routes are particularly popular. Tourism in the city cannot exist separately from general tourism in the country, so the country's legal framework will determine the specifics of the development of the tourism industry in the city. An important aspect of tourism activity in the city is strengthening international cooperation to attract investment, expand the tourist market, and promote its capabilities. This cooperation can be manifested in cooperation with government agencies of other countries, international organizations and other cities. Also, the development of urban tourism often depends on the geopolitical situation [3].

Among the factors that determine the specifics of urban tourism, it is important to take into account the preferences and actions of the tourist. There are the following features of city tourism that depend on the visitor: selectivity (tourists mostly choose only certain parts of the city); limited time of stay (visitors usually spend a short time in the city); one-time (tourists often do not return to cities they have already visited); change of priorities (change of tourist preferences often affects the purpose of the trip) [3].

Urban tourism has a multifaceted impact, bringing positive and negative consequences. It creates employment opportunities, increases incomes, and promotes cultural and social development. At the same time, its negative effects include noise, air pollution, and limited accessibility to attractions and central city districts that are important to the local population [4].

Tourist activity is not evenly distributed across the urban landscape but is usually concentrated in the city center or distributed in different parts of the city in

the form of art clusters, various events and sites for specific objects, and ethnic events. The city center offers a variety of activities in a relatively compact environment. There are also areas in the urban landscape that attract visitors, such as historic neighborhoods, art districts, entertainment and religious sites, and ethnic migrant neighborhoods. The city's outskirts are often used for various types of recreation, leisure, and tourism. The inclusion of open natural landscapes in the urban environment has become important for urban tourism. For example, rural scenic areas and urban forests are a key attraction for many visitors to the city, complementing other tourist attractions.

The specifics of the tourist use of the urban territory depend on the functional and territorial planning specified in a particular "City Master Plan". According to functional zoning, the city is divided into different segments depending on their purpose, so not all zones are used for tourism development [3].

According to the functional zoning of cities, the most extensive tourist use is typical for areas where public, business, and commercial activities are carried out (including historic districts), landscape recreational areas, and lands of the nature reserve fund. Transportation infrastructure zones, through which tourists usually enter the city, are also used in tourism. Often, these facilities provide initial information about the services available in the city. The industrial and special purpose zones are less intensively used, which depends on the dissemination of information about potential tourist attractions located there, as well as the ability to promote them. The residential and communal, and warehouse areas are practically not used for tourist purposes, which allows for comfortable living for city residents and reduces the tourist load on the city [3].

A wide range of services in the areas of accommodation, catering, transportation, and tourist information contributes to the development of the tourist experience in the urban environment. These components form the tourist offer. Depending on the variety of available tourist resources in urban centers, the following zones can be distinguished: business, cultural, entertainment, shopping, etc. The variety of attractive places guarantees that the city attracts a wide range of tourists with different motivations and goals. Tourists are looking for variety in the opportunities that can be organized during several days of visiting a city [0].

The development of a competitive urban tourism product involves the continuous improvement of its components, which must work together efficiently. In recent years, the growing competition between cities for a place in the tourism market has led to the formation of a variety of tourism products, which affects both tourists and city residents [2].

In the context of globalization and the rapid development of technology, cities have equal opportunities to ensure the development of urban tourism. Cities that stand out for their high level of business and commercial activity and have significant economic, political, and cultural potential are particularly attractive to tourists [5]. Planning for urban tourism development should be based on an integrated view of the city as a holistic system and interact with social and economic growth programs.

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РИЗИКИ ТУРИСТИЧНОГО БІЗНЕСУ В УМОВАХ КРИЗ: ТИПОЛОГІЯ, ОЦІНКА, РЕАГУВАННЯ

У сучасних умовах функціонування туристичного бізнесу ризики відіграють ключову роль у визначенні його стабільності та конкурентоспроможності. Зовнішні виклики, зокрема війна, пандемія COVID-19, економічна нестабільність, а також кліматичні зміни, суттєво ускладнюють діяльність туристичних підприємств. Паралельно з цим зростає значення внутрішніх ризиків, пов'язаних із технічними неполадками, управлінськими помилками та репутаційними втратами. Саме тому ефективне управління ризиками стає необхідною умовою збереження життєздатності бізнесу, його адаптації до змін та відновлення після криз.

З огляду на вищенаведене, актуальним залишається дослідження типології ризиків, оцінка їхнього рівня впливу, а також розробка практичних