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**FACTORS OF FORMING
OF POSITIVE TOURIST IMAGE OF REGION**

Essence of tourist image of region is examined in the article, it's role on the increase of competitiveness and providing of realization of strategic plans and factors of its forming. It is well-proven that competitiveness is one of basic factors in forming of image of country and region. The most known ratings which illustrate the

competitiveness of country in the international arena are analysed. The basic factors of forming of positive image of region, as cells of tourism, are found. On the example of activity of regional executives of the Kherson area the instruments of development of positive tourist image of region are considered.

Keywords: tourist image of region, competitiveness, region, tourist industry, market of tourist services.

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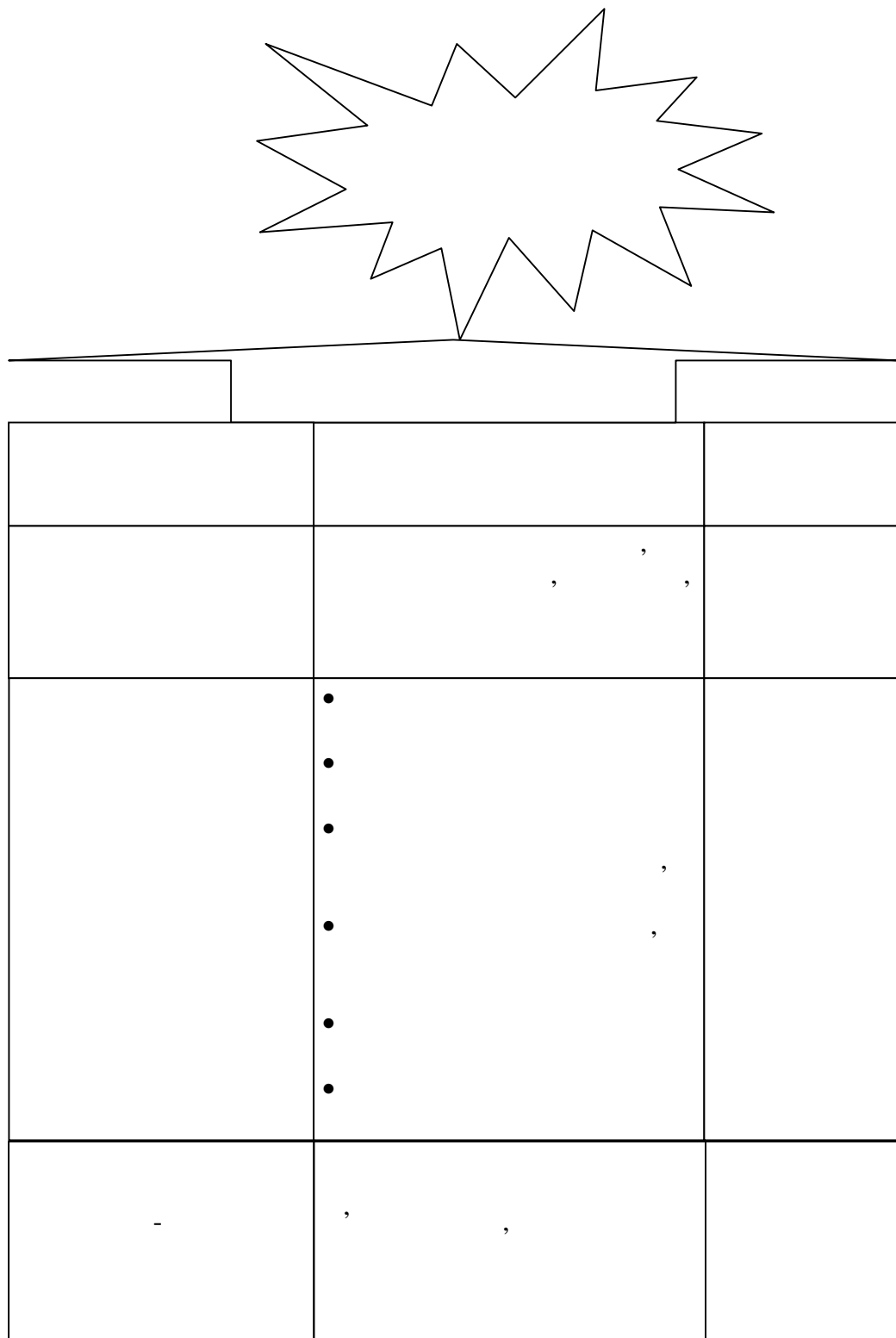
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