

## **TOURIST INFORMATION CENTER AS AN EFFECTIVE TOOL FOR DEVELOPMENT OF SMALL CITY TOURISM**

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Supporting and creating a tourist industry on certain areas that can independently work and be competitive on the Ukrainian and world tourist services market involves the delegation of a part of the powers to local authorities in the state policy of tourist regulation. An important task of the local authorities in the management of tourism is to improve the information provision of this process, because without advertising and information that involves consumers of certain services, the development of tourism and recreational activities is impossible.

One of the tools for effective management of tourism in the local area is the creation of tourist information centers. Tourist information center provides state regulation of the industry through the use of local tourist facilities for the organization and implementation tourist excursions.

The article deals with the work experience of the tourist information center of the city of Drohobych in Lviv region.

The tourist information center is aimed at increasing the competitiveness of the city on the tourist map of Ukraine, by highlighting the competitive advantages, creating a good tourist product based on the rational

use of tourism resources, proper and professional promotion. The realization of this goal is achieved through the informational support, the arrangement of tourist routes and their marking, and branding. The result of the work of the tourist information center is the film recordings and promotional materials about the tourist attractiveness of Drohobych, development of a number of tourist routes and excursions, tourist maps and audio tours, establishment of the tourist attraction, launch a mobile app, representation of Drohobych as a small tourist center at a meeting of members of the Council of tourist cities and regions; carrying out a campaign to promote event tourism, which is focused on visiting the locality at a certain time, associated with a certain event.

Such an active use of various forms and tools to ensure the competitiveness of the local market of tourist services creates the tourist attractiveness of the city and allows to better position the tourist product, promotes the increase of the level of tourist flows and attraction of investments. Thus, the activity of the tourist information center of Drohobych is effective and contributes to the harmonious development of tourism.