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Swot-analysis as the primary tool for strategic planning of rural tourism in the Carpathian region

Precarpathian National University named after Vasyl Stefanyk

Annotation. This article presents a comprehensive analysis of the strengths and weaknesses of rural green tourism farms and the village in the Carpathian region, and also their potential opportunities and threats have been determined. Strategic directions for improvement of the industry's development in the study region have been substantiated.

Key words: rural green tourism, strategic planning, SWOT-analysis, strengths, weaknesses, opportunities, threats, strategic directions.