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**THE ESSENCE OF ECOLOGICAL AND RECREATIONAL TOURISM IN
 OUR COUNTRY, AND THE IMPORTANCE OF DEVELOPING IT**

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ABSTRACT

The article describes the conceptual directions of improving the quality of services in tourism and scientific-theoretical and methodological issues of its evaluation. It shows the factors affecting the quality of tourism services, the specifics of hotel services, the system of indicators that reflect the quality of service in hotels, the content and ways to determine them.

KEYWORDS: *Tourism, Ecological Tourism, Hotel, Service, Service, Quality, Service Quality, Service Quality In Hotels, System Of Indicators Representing The Quality Of Service In Hotels, Recreational Tourism.*

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