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MARKETING DEVELOPMENT OF RECREATIONAL AND TOURIST POTENTIAL OF THE REGION

Abstract. The article analyzes the state of current problems and prospects of development of the recreational and tourist sphere of the region in order to formulate a strategy of economic development by the virtue of implementation of innovation and consulting projects of the region.

Keywords: marketing, innovative and consulting projects, recreational and tourist sphere of the region, strategy of economic development.

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МАРКЕТИНГ РОЗВИТКУ РЕКРЕАЦІЙНО-ТУРИСТИЧНОГО ПОТЕНЦІАЛУ РЕГІОНУ

Анотація. У статті аналізується стан сучасних проблем та перспектив розвитку рекреаційно-туристичної сфери регіону з метою формування стратегії економічного розвитку в силу реалізації інноваційних та консалтингових проектів регіону.

Ключові слова: маркетинг, інноваційні та консалтингові проекти, рекреаційно-туристична сфера регіону, стратегія економічного розвитку.

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МАРКЕТИНГ РАЗВИТИЯ РЕКРЕАЦИОННО-ТУРИСТИЧЕСКИХ ПОТЕНЦИАЛА РЕГИОНА

Аннотация. В статье анализируется состояние современных проблем и перспектив развития рекреационно-туристической сферы региона с целью формирования стратегии экономического развития в силу реализации инновационных и консалтинговых проектов региона.

Ключевые слова: маркетинг, инновационные и консалтинговые проекты, рекреационно-туристическая сфера региона, стратегия экономического развития.

Objective. The socioeconomic processes taking place in Ukraine have caused a natural increase in interest in the natural potential of the development of productive forces. Modern economic conditions in the country have created the preconditions for free development in the regions of entrepreneurship, based on the use of natural resources, including recreational.

The first steps in the new socio-economic conditions have shown that the development of tourism and recreation is impossible without elements of state regulation. This is evidenced by the results of a scientific understanding of the events taking place, as well as the experience of those countries that have overcome or are successfully overcoming the crisis phenomena in their economy.

Growth of the role of recreation in the process of restoring human forces is inherent for modern stage of social development. The term "recreation" is a set of notions for recovery; – entertainment, rest, change of activity, which excludes work activities and characterizes environment associated with these actions.

Analysis of related researches and publications. Works of M.I. Dolishnii, V.S. Kravtsiv, I.A. Kolodiichuk, Ya.O. Poburko contain materials of intense investigation of the problem of rational nature management, which is to ensure the comprehensive and

effective use, restoration and conservation of natural conditions and recreational resources, taking into account reasonable existing needs.

Tourist and recreational sphere has been developing rapidly in recent years and reflects the objective tendencies of social development in the world, in our country and practically in all its regions. Now it is impossible to imagine the economy of any developed country or a socially balanced territorial production complex without recreation.

Purpose is to study the current state and prospects of the development of tourist and recreational resources of the region and the possibility of development of advisory and consulting projects.

Main materials. Territorial-recreational complex has a complex internal structure and significant external connections. The internal structure of the complex is determined by the level of development of the material and technical base of the sectors of recreational specialization, industrial and social infrastructures, the state of the environment, the availability of labor resources, and the nature of settlements in recreational areas. The external connections of the complex are determined by the socio-economic conditions of complex formation, such as the transport and geographical position of the complex, the connection with the internal units of material and technical supply and food supply, the location by zones where additional labor force may be engaged during peak periods.

Recreation (recovery) is a concept that covers all types of recreation, including spa treatment and tourism. Recreational nature use has three main functions: social, economic and environmental protection. The social function of recreational nature use is the satisfaction of the specific needs of the population in recreation, rehabilitation, communication with nature, which contributes to strengthening the physical and mental health of society. The economic function consists mainly in the restoration of the workforce. Thanks to the recreation, the working capacity increases, the working time fund increases, and it contributes to the growth of labor productivity. The economic function also includes the expansion of the scope of labor and accelerated development of social and industrial infrastructure in areas of intensive recreational use of nature. Environmental protection function is to prevent the degradation of natural recreational complexes under the influence of anthropogenic activities, including recreational activities [8].

Almost all regions of Ukraine have recreational resources, where sanatorium and resort resources are prevailing. One of the most important recreational resources is the Carpathian region, which is characterized by good conditions for the organization of both summer and winter recreation. Transcarpathia and Subcarpathia are widely known for their healing mineral waters. Each region has a definite structure of its recreational complex. We will analyze the structure of the recreational complex of the Carpathians based on Transcarpathian and Carpathian regions.

The formation of some of the sectoral elements of the recreational system of the Carpathians took place during the end of XIX and beginning of XX century. The balneological centers such as Shayan, Svalyava, Soimy, Solotvyno, Truskavets, and Morshyn, well-known nowadays, were established at the beginning of the twentieth century as well as well-known centers in the valleys of the Tisa, Rika, Prut, and Dniester. Small water clinics start operating in Transcarpathia: Uzhgorod, Kvasy.

According to today's data there are 62 sanatoriums, 17 health-care boarding houses with about 25 thousand accommodations in the region. One of the most famous resorts is Truskavets. Every year more than 300 thousand people stay here. According to capacity and popularity the next one is Morshyn resort, which provides services for more than 75 thousand people annually. Also there are well-known Shaian, Svaliava, Kelechyn, Girska Tysa etc. In addition to the direct use of mineral waters at resorts for medical and health-preventive

purposes, the industrial bottling of mineral waters is also carried out: Shaianska, Drahivska, Svaliava, Morshinska, and Truskavetska. Sanatorium and preventive treatment facilities, recreation centers, recreation camps for children are important for health improvement of local population. 10 rest houses with 2.5 thousand accommodations provide services for about 50 thousand people annually [1].

There are 53 tourist centers, hotels, campsites. We can mention "Edelweiss", "Verkhovyna", "Springs of Carpathians" and many others. More than 10 ski areas have been developed in the Carpathian Recreation Area, with several dozen ski lifts operating there. These include: Yasinia, Rakhiv, Slavske, Podobovets, and Vorokhta. Several major tourist destinations have been formed in the region, including in Uzhhorod, Mukacheve, Lviv, Yaremcha, Kolomyia, and Vyzhnytsia. There are several international routes through the region.

An economic assessment of the recreational resources of the region from a national economic perspective is necessary for choosing the sequence of development of certain objects of recreational nature. Such an assessment reflects the maximum possible level of development of various sub-sectors of recreation while forming the strategy of economic development of the region.

Natural recreation potential is part of the natural potential that can be considered as the ability of natural systems to produce some products or work used in human economic activities, which is expressed by a group of environmental and economic indicators. In terms of the regional economic development strategy, the recreational potential is considered as the ability of the natural environment to promote rest and restoration of human power.

Potential of the recreational industry is natural recreational resources explored and pending. The object of the economic assessment of nature-recreational potential is natural recreational resources, the nature of which is determined by the corresponding natural conditions of recreational and tourist activity. Consequently, the task of economic assessment of the potential of the region is to determine the total potential of available natural recreational and tourist resources to meet recreational needs; thus, the maximum possibilities of their use in the recreational and tourist sphere and the calculation of the economic value of recreational and tourist resources [7].

The criteria for the economic evaluation of recreational and tourist resources shall be determined in accordance with the tasks set. In the first case – the productivity of recreational resources, in the second – the economic effect of their use. Productivity of recreational resources is expressed with the help of scientifically grounded norms of consumption of natural resources by visitors, for treatment and rest of which the resources are sufficient for a certain period of time. The rates of consumption of a resource vary and depend on the specifics of resources, the duration of treatment or rest. Standards represent a denominator, which allows comparing quantitatively the qualitatively different types of natural resources.

An indicator of the productivity of nature-recreational potential is the number of people who can provide treatment, rest and tourist services based on the stock of natural recreational resources of the region in one year. This indicator allows not only quantitative comparing of recreational resources, but also expresses the possibilities of recreational use of various types of resources and their volume. Thus, using quantitative expression of the possibilities of recreational use of natural resources of the region we can get characteristic of its natural recreational potential.

The following hierarchy of recreational and tourist resources is determined: the total recreational and tourist potential of the region - the potential of subregions of recreation of the 1st rank (sanatorium and spa treatment, tourism and recreation) – potentials of subregions of recreation of the 2nd rank (balneotherapy, mud, ozokerite – and climate therapy, long rest and

tourism, short-term rest) – the potentials of individual fields of recreational resources, recreational areas.

The natural potential of sanatorium and spa treatment in the Carpathian region includes the potential of balneotherapy, mud, ozokerite, and climatology. The potential of balneotherapy treatment is determined by the reserves of therapeutic mineral waters. It is calculated based on balance operational stocks of mineral waters only, suitable for development of sanatorium and spa facilities [2]. The structure of the mineral waters of the Carpathian region is shown in Table 1.

Table 1

**Deposits with operational reserves of therapeutic mineral waters
of the Carpathian region [3]**

Deposit	Region	Balneological water classification	Balance operational stocks total, m ³ /day
Soimyn	Transcarpathian	Carbon dioxide	743.0
Shaian	Transcarpathian	Carbon dioxide	251.6
Dragiv	Transcarpathian	Sulfide	97.0
Novopoliansk	Transcarpathian	Carbon dioxide	303.0
Poliansk	Transcarpathian	Carbon dioxide	535.0
Girsko-tysensk	Transcarpathian	Carbon dioxide	422.0
		Chalybeate	501.0
Kalechynsk	Transcarpathian	Sulfide	90.0
Syniakske	Transcarpathian	Sulfide	152.0
Truskavets	Lviv	High organic matter	47.2
		Sulfide	6.0
		No specific components and properties	490.8
		Including salt waters	466.5
		Total	544.0
Skhodnutsia	Lviv	High organic matter	82.7
Morshyn	Lviv	No specific components and properties	79.0
Velyko-ljubleansk	Lviv	Sulfide	576.0

The method of estimation of recreational and tourist potential in natural indices includes several stages. At the first, potentials of fields of recreational resources, tourism and recreation areas are estimated. The sum of the obtained results gives the potential of the sub-sectors of recreation of various ranks and the total recreational and tourist potential of the region. Indicators of the volume of balance operational stocks of mineral water and mud fields are used as the initial data for estimating the potential of deposits of medical recreational resources. The potential of ozokerite treatment is determined by the amount of medical ozokerite extracted from the ore. Output data for determining the potential of climate treatment, tourism and recreation are indicators of the area of the territory suitable for the appropriate types of recreational use.

Favorable climatic conditions of the territory for recreational activities are one of the most important factors in its recreational development. Two main stages should be specified in the recreational assessment of the climate: 1) the description of the climatic conditions of the territory in order to identify the general climate fund; 2) assessment of climatic recreational resources [6].

Three climatic recreational zones are distinguished on the territory of the Carpathian region: 1. Transcarpathian and Carpathian region, where the climate is most favorable for summer kinds of tourism and recreation; 2. Lower Carpathian zone with favorable climatic conditions for both summer and winter types of tourism and recreation; 3. Middle-highland area of the Carpathians, where the climate is most favorable for winter types of tourism and recreation. Climatology in the Carpathians is mostly influenced by the bioclimatic conditions of the intermountain Verkhovyna – Putilivsk lowlands, the valleys of the upper flow of Tisa, Rika, Prut and their tributaries, the Volcanic Range. The average annual number of days with suitable weather climates is more than 200 days per year.

Natural resources of tourism and recreation of the region are represented mainly by the picturesque forests of the Carpathians. The possibilities of their recreational use are determined by the area of logged landscapes and the maximum allowable recreational loads. In addition, they depend on the duration of the climatic period favorable for tourism and recreation.

The tourism business can fairly be considered a business of the XXI century, because it is one of the most dynamic and profitable among all sectors of the world economy. According to the statistics of the World Tourism Organization, tourism accounts for 10% of gross world product, 7% of total investment, and 5% of all tax revenues. Tourist activity directly affects about 40 industries of the economy and 10–15% of the able-bodied population of any country: it is an entire industry that brings together many related industries such as passenger transportation (air, vehicle and marine), the sphere of domestic services (hotels, restaurants, laundry, entertaining facilities etc.), souvenirs and many others. Therefore, finding the prerequisites for the growth of the tourism industry is an urgent problem [3].

The relevance of this issue is especially clear to Ukraine, which is a unique complex of historical, cultural and natural monuments and has significant recreational opportunities that have been created due to the geographical position and historical development of our country. An important feature of the tourist potential of our country is also that Ukraine combines the beauty of steppe and forest natural areas, as well as mountain landscapes. Some of its regions are very attractive for tourists, especially for foreigners. Ukraine has a significant diversified tourism potential; tourism will contribute to the flow of currency into the country, hence the replenishment of the State Budget; tourism is associated with many other sectors of the economy, therefore the development of this industry will require the development of many related industries; the development of tourism in the regions will lead to an increase in local budget revenues, which will improve the living standards of the population, increase interest in local industry products, improve the situation in construction and infrastructure in the region as a whole.

The strategic goal of tourism development in Ukraine is to create a competitive domestic tourism market in the domestic and world markets, expand domestic and increase the volume of inbound tourism, provide on this basis the integrated development of resort areas and tourist centers, taking into account the socio-economic interests of their population, preservation and restoration of natural territories and historical and cultural heritage. This determines the need for active targeted actions, first of all in the context of the state tourism policy, which is the activity of the state for the development of tourism industry and subjects of the tourist market, improvement of forms of tourist service of citizens and strengthening of their political, economic and social potential [5].

I believe that one of the top priorities is the creation of a positive tourist image of Ukraine by carrying out a comprehensive advertising and information campaign, which should include intensification of publications both printed and electronic, on the uniqueness of Ukrainian nature and cultural attractiveness of the regions of Ukraine; participation in

professional exhibitions in the main foreign tourist markets for the promotion of national tourism potential: development of business tourism by holding various conferences and other business and scientific events, especially world-wide.

Nature reserves of Ukraine need particular attention. Rational use of their potential requires taking following measures: to introduce the concept of "traffic capacity"; i.e., each tourist center has to determine the critical number of visitors and arrange their accommodation in such a way for them not to harm the cultural and natural attractions and freely enjoy staying in the center. To do this, you need to divide visitors by visiting time; to arrange in the center fencing and areas without access for tourists, pedestrian zones; to build more distant parking areas and increase parking fees; to warn about unwanted visits during periods of maximum load; to promote environmental awareness, ecological education, using the preliminary instruction by guides and tour group leaders and distributing relevant literature on the territory of the tourist center; to constantly carry out activity on restoration of resources of the tourist center.

The next direction is the creation of a regional system of training and advanced training of tourism staff, taking into account the existing and potential needs of specialists in this profile. It is also necessary to carry out scientific research on the development of tourist services, issue of scientific publications, etc., to attract the attention of scientists to the development of programs for tourist potential implementation in Ukraine [4].

Prospective investors may include, for example, representatives of numerous Ukrainian Diasporas, since in recent years they have shown increased interest in Ukrainian culture. Another important instrument of state influence should be the licensing, certification and standardization of tourism services. This is a very topical issue, for example, because, the only guarantee of the reliability of a company tour for a consumer is its advertising or opinions of other consumers who have already used its services, therefore the company's tour focuses on its PR campaign rather than seeking to improve the quality of services provided by them. This problem can be solved precisely by introducing standardization and certification. It is also worth mentioning the need to standardize hotel services in Ukraine, because the price for them is too high compared to the quality of provided services. It extremely requires reconstruction of existing hotels, to bring level of their services to world standards.

The last direction of the state tourism policy should be supporting industries and branches that are suppliers of goods and services for enterprises of the tourism industry - cafes, restaurants, cinemas, household services, etc. Particular attention should be paid to the revival, development and support of local crafts, folk and cultural traditions, folk customs, so that tourists can fully experience Ukrainian local charm.

Complex implementation of the measures aimed at tourist potential of Ukraine requires both state support and the attraction of private and foreign capital for the modernization of the tourism infrastructure. Ukraine has prominent, and most importantly, real prospects for the development of the tourism industry, so it can and should occupy one of the leading places among the countries - the world's tourist leaders.

It is necessary to improve the ecological and economic classification of natural recreational resources and a system of indicators for assessing their use for the effective use of natural recreational resources. Examination of the state of use of recreational resources and analysis of indicators of economic activity of recreational nature facilities and sanatorium and resort area gives an opportunity to develop a strategy of economic development of the region with the application of administrative and economic instruments for regulating the use of natural recreational and tourist resources.

Conclusions and proposals. In order to improve planning and economic incentives for the effective use of natural recreational potential, it is necessary to improve the

classification of natural recreational resources. Natural recreational resources are divided into groups according to their specific features, criteria of exhaustion, features of ecological and economic purpose and territorial location. To assess the recreational and tourist potential, it is necessary to systematize indicators that characterize the quantitative and qualitative parameters of natural recreational resources and assess their reserves, quality, intensity and efficiency [3].

Qualitative parameters of the use of natural recreational resources should be evaluated based on indicators that take into account socio-economic indicators, as well as indicators that characterize the organization and arrangement of recreational nature use. The effectiveness of the use of natural recreational resources is characterized by indicators that are determined by the ratio of economic, social effects from the use of separate components of the natural-recreational potential up to its potential.

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