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3. Економіка та управління національним господарством

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ORGANIZATIONAL SUPPORT FOR INTERNAL TOURISM BASED ON RATIONAL USE OF UKRAINE TOURIST AND RECREATIONAL RESOURCES

The paper reveals regions and territories, that are the largest travel services consumers (donors), and the largest tourist destinations (attractors) and proposes measures of governmental support for retention, reconstruction and modernization of tourism sites differentiated by regions and types of tourism. The paper also justifies essential changes in priorities of Ukraine state policy in tourism that should underlie anticipated regulation.

Keywords: tourism, recreational resources, inbound tourist flow, state regulation, state policy

The problem definition. Further social and economic development of Ukraine may be entailed in major by the internal market expanding and the national economy competitiveness increase. One of the priority sectors for Ukraine is tourism, which also in the global economy ranks second now. Ukraine has all the objective conditions to become one of the countries with developed tourism market and in case of further development tourism has good reasons to become one of the drivers for overcoming social and economic differences

between separate regions, which increased significantly in recent years.

Analysis of recent research and publications. In response to recent changes and challenges for regional social and politic development in Ukraine researches focus attention on the tourism industry impact on national economy indicators [3, 4, 7] and ground opportunities for internal and inbound tourism flow extension.

The paper objectives. While many advanced economies have efficient public support and promotion policy for internal and inbound tourism, in Ukraine the problem of scientific substantiation of effective governmental support mechanism for development of potential tourist sites states unresolved and so forms the objective of this paper.

Main results of the research. The analysis of domestic and inbound tourism demand considering potential for tourist services supply by regions of Ukraine demonstrates not only the decline in internal demand for tourism services, but also reveals the underlying problems of the tourist market, precisely:

further reduction in travel services demand in regions with average and low potential supply that leads to increase in regional disparities of domestic tourism market;

absence of extension of domestic tourist flow to the regions with highest potential supply that results in inefficient use of Ukraine tourist and recreational resources and so, financial and economic activities of producers of specific services in these regions are low efficient and do not provide a framework for sustainable development in economic and social sectors.

So, to overcome further divergence of socio-economic development Ukraine needs appropriate development and implementation of comprehensive government programs promoting social and economic development of territories, taking into account the differences between regions, including differences in potential tourism services supply and demand.

Identification of regions and territories, that are the largest travel services consumers (donors), and the largest tourist destinations (attractors) is widely used

in international practice. Thus, UNWTO experts annually announce countries that are major international tourist donors and attractors (Fig. 1), and provide forecasts and recommendations for further development and state regulation of tourism in these countries. A common situation is when based on the findings of UNWTO experts, the country is defined simultaneously as donor and attractor (eg, China, Germany, USA, UK, Australia and Italy in 2014. [8]). Such conclusion invoked, on one hand, by objective factors as the top countries are highly integrated into the global tourism market, so effective national producers of travel services use competitive advantages and attract large-scale tourism flows, on the other hand – by peculiarities in methods applied by UNWTO, according to which 10 top countries in range of financial resources spent (received) to international travel and tourism services are qualified as major donors (attractors).

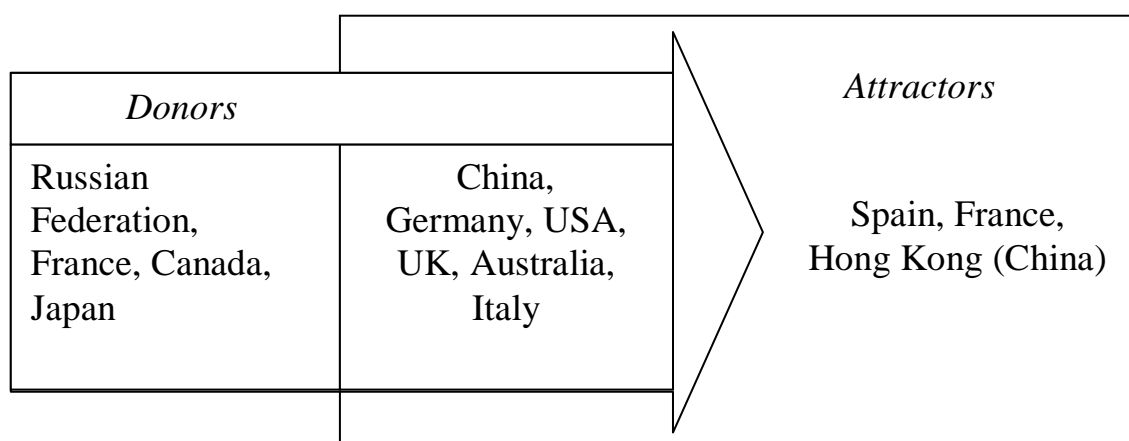


Fig. 1 Major donors and attractors on the global tourism market in 2014 (built by authors based on [8])

UNWTO methods applied to regions and territories of Ukraine may ground that the major donor regions are: Kyiv city, Lviv, Odesa, Mykolaiv, Kharkiv and Dnipropetrovsk regions; the major attractor regions are: Kyiv city, Lviv, Odessa, Zaporozhye, Vinnitsa, Kharkiv and Poltava regions (Fig. 2).

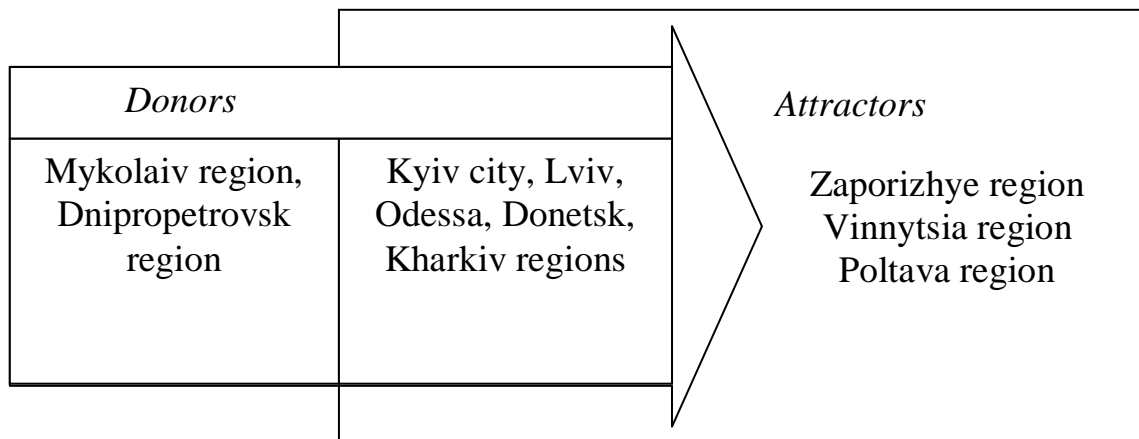


Fig. 2 Major donors and attractors on the Ukraine internal tourism market in 2014 (built by authors based on [5])

The results of the statistical analysis (Fig. 2) indirectly characterize the current level and direction of tourism market development in these regions, but for the purposes of increasing the effectiveness of government support programs determination of donor and attractor regions is essential among the regions that have the greatest potential for development, such peculiar analysis can be conducted on the basis of the developed method of evaluation of potential domestic tourism market, proposed in [2].

Regions of Ukraine, that are the major potential tourism donors and attractors, may be revealed based on the characteristics of potential supply and demand in domestic tourism market separately for different types of travel and tourism services.

To achieve this, administrative units of Ukraine may be differentiated into two classes by means of cluster analysis based on quantitative estimates of potential demand and potential offer for each type of tourism, thus the class of administrative units, with high potential demand indicators was specified as the class of potential donors, the class of administrative units that has higher rates of potential supply of tourist services was defined as the class of potential donors.

Analysis of the classes revealed the presence of administrative units, which can be characterized simultaneously as potential donors and as potential attractors on the tourist market. Thus, potential tourism donors (with high potential of

demand for tourism services) and potential tourism attractors (with high potential tourism services offer) are: for religious tourism services - Ternopil, Lviv, Poltava, Kharkiv regions and Kyiv city; for sports tourism services - Lviv, Odesa, Kharkiv regions and Kyiv city, for health and wellness tourism services - Dnipropetrovsk, Zaporizhia, Lviv, Mykolaiv, Kharkiv regions and Kyiv city.

As the administrative units of Ukraine, as it has been proven above, have significant differences in socio-economic development, financial and economic activities of the tourism market and the potential for tourism development, regional differentiation in public policy priorities in tourism is well justified. Thus, based on previous research findings, it is appropriate to propose clarifying the priorities of state policy in tourism, defined by Art. 6 of the Law of Ukraine "On Tourism" (Table 1).

In the scientific study of nature of the established regulatory policy priorities and ways of their further implementation in government programs and activities we may conclude that following areas legally stated as priority are ambiguous and controversial, namely:

"ensuring the establishment of tourism as a highly profitable sector of Ukraine's economy, encouraging domestic and foreign investment in development of the tourism industry, creation of new jobs" - because high cost-effectiveness entrepreneurship in tourism can be achieved due to the dominance of operations of outbound tourism (which leads to an increase in the negative balance of payments and not in the public interest), change of ownership on objects of historical and cultural heritage to non-resident, excessive anthropogenic load on objects of tourist interest, decreased social responsibility of business tourism, and so on. Therefore, it is appropriate to propose as a relevant priority direction of state policy for sustainable tourism development in the plane, in the interests of national security of Ukraine, protection and rehabilitation of tourist interest, the development of competition in the travel market;

development of inbound and domestic tourism, agriculture, (green) tourism - since, firstly, rural and ecological tourism in the direction of flow of tourists can be

Table 1

Priority directions of Ukraine state policy in tourism

Current (according to Art. 6 of the Law of Ukraine "On Tourism")	Proposed	
	for potential tourism donor regions	for potential tourism attractor regions
1. Improving principles of state regulation in tourism		
2. Providing formation of tourism as a highly profitable sector in Ukraine's economy, encouraging domestic and foreign investment in development of the tourism industry, new jobs foundation	2. Sustainable development in tourism industry that meet requirements and interests of Ukraine national security, protection and rehabilitation of tourist sites, the development of competition in the tourism market	
3. The development of inbound and domestic tourism, agriculture, environmental (green) tourism	3. Expansion of domestic tourist flow through the fullest possible use of the potential demand for domestic tourism	3. Extension of inbound and domestic tourist flow in priority types of tourism, and within fullest use of the potential supply and permissible anthropogenic load on the tourism sites
4. Expansion of international cooperation, strengthening of Ukraine in the global tourism market	4. Increase of domestic producers competitiveness in the global tourism market	
5. Ensuring the availability of tourism and excursion visits for children, youth, elderly, disabled and low-income citizens by introducing incentives	5. Promoting the implementation of the rights enshrined in the Constitution Ukraine to rest, recover and strengthen health, the spiritual needs of children, youth, elderly, disabled and socially vulnerable people through consumption of domestic tourism services	

both inbound and outbound, by travelers nationality - internal and external, so the law statement seems to be illogic, and secondly - administrative units Ukraine have different potential for tourism development, that should be taken into account in order to optimize budget spending under state programs. Therefore, it is appropriate to propose as a relevant priority direction of state policy for administrative units that are potential donors - the expansion of domestic tourist flow through the fullest possible use of the potential demand for domestic tourism, for administrative units that are potential attractor - expansion of inbound and domestic tourist flow in priority types of tourism to offer the fullest use of the potential and limits of permissible anthropogenic load on objects of tourist interest;

expansion of international cooperation, strengthening of Ukraine in the global tourism market - because, as shows the experience of leading international tourism, effective integration in the world tourism market involves balancing inbound and outbound tourist flows, which can be achieved only with high competitiveness of the national tourism industry. Therefore, it is appropriate to propose as a relevant priority direction of state policy increase the competitiveness of domestic producers of tourist services on the world market;

ensuring the availability of tourism and excursion visits for children, youth, the elderly, the disabled and low-income citizens by introducing incentives - because the availability of travel services do not provide their consumption, while according to the Constitution of Ukraine the state must ensure the implementation of constitutional rights and freedoms of citizens, on the other hand, to stimulate tourism consumption not only financial means (incentives), but also organizational means can be undertaken. Therefore, it is appropriate to propose as a relevant priority direction of state policy the promotion of the rights enshrined in the Constitution Ukraine to rest, recover and strengthen health, the spiritual needs of children, youth, elderly, disabled and socially vulnerable people through consumption of internal services tourism.

In order to implement the proposed priorities of the state policy it is necessary to study the principles of development and implementation of government programs to support tourism development by regions (table 2).

The anticipated results of proposed measures of governmental support for retention, reconstruction and modernization of tourism sites by regions

The anticipated result of proposed state program		Regions of implementation of proposed governmental support measures
Development of	historical and cultural tourism	Kyiv city, Zaccarpattja, Zaporizhia, Ivano-Frankivsk region
	health tourism	Zaccarpattja, Ivano-Frankivsk, Kyiv, Cherkasu region
	historical and cultural tourism	Odesa, Zaccarpattja, Lviv, Mykolaiv, Herson regions
	health resort tourism	Kyiv city, Dnipropetrovsk and Odesa regions
	industrial tourism	Kyiv city, Dnipropetrovsk region
	religious tourism	Ternopil and Lviv regions, Kyiv city
	education and sports tourism	Kyiv city, Lviv and Kharkiv regions

The purpose of the proposed state program is the establishment in Ukraine infrastructure that ensures effective use of the potential offer tourist services within permissible anthropogenic load on the sites of tourist interest and expansion of demand for domestic tourism by improving the competitiveness of tourism sector of the national economy.

In order to facilitate the further development of historical and cultural tourism sites with a high potential state program of tourism development should provide implementation of the following measures:

protection and restoration of historical and cultural complexes and monuments, archaeological objects, including objects of historical and cultural heritage of the UNESCO World Heritage List;

maintaining and expanding the network of culture and art;

creation conditions for the preservation of original folk culture (including

minority cultures), customs, traditions, rites;

restoration and preservation of cultural and ethnographic characteristics of the local population;

preservation and development of traditional folk crafts centers, launching permanent exhibitions and fairs of traditional handicrafts in places of historical development, mapping and certification of all ranges folk;

promoting the inclusion of historical and cultural tourism to national and international tourist routes

In order to support the increased use of potential objects of religious tourism interest state program of tourism development should provide implementation of the following measures:

control over the preservation of religious objects;

create conditions for the preservation of original folk culture (including minority cultures), customs, traditions, rites;

promoting the inclusion of religious objects to national and international travel routes.

The primary measures of state support for the development of sports tourism sites with a high potential should be:

construction of new training centers, renovation and retrofitting of existing centers, sports facilities and complexes;

ensuring that training centers, sports facilities and complexes satisfy international requirements and standards;

ensuring the participation of Ukraine in the contest to host the Olympics and international sports championships

Development of tourist and recreational resources in the administrative units of Ukraine that have low potential of historical and cultural, religious and sports tourism, should be facilitated by measures of state programs aimed at: the formation of a common information sites about tourism and resorts; information and advisory support of tourism services consumers and travelers; development of a tourist information centers network; expanding public awareness of national

tourist interest sites, promote recreation in Ukraine, instilling in citizens a sense of national dignity and interest in historical and cultural heritage, responsible treatment of natural and man-made objects of tourist interest.

Essential measures for the development of educational tourism objects in regions with high potential are

certification of training and educational programs, with recognition in the international educational space, information and analytical support projects developing educational tourism;

harmonization of national educational standards with international standards of education.

In order to further development of the objects of health and fitness tourism, with a high potential state program should include:

establishing a list of recreational areas for the development of health-improving determine allowable load objects of tourist interest;

introduction of state monitoring of the state of health resort and recreational areas and natural medicinal resources, development of environmental infrastructure;

monitoring compliance regime of sanitary protection zones and laws on land use resort destination, rational use and assurance the quality of natural medicinal resources;

improving environmental standards, tightening control over enterprises in the field of implementation of environmental legislation in parallel with the increase of transparency of regulatory agencies;

encourage businesses to reduce emissions of harmful substances, including by switching to energy-efficient technologies;

assurance the care of biological and landscape diversity, restoration of natural systems,

establishing a list of recreational areas for the development of recreational tourism, the definition of allowable load on objects of recreational interest;

protection of unique natural features and landscapes, environment, ensuring

sustainable and rational use of resort areas and areas within national parks permissible anthropogenic load;

forming spatial arrangement of structural elements of the ecological network and development of territories and objects of natural reserve fund.

The catalyst for the development of education, health and wellness tourism in the administrative-territorial units of Ukraine that do not have universally objects of tourist interest can become a public initiative to use health-resort and health tourism programs for civil officials, educational tourism services - to training of public employees; as well as measures aimed at education of children and young people based on respect for people's traditions and cultural values of the Ukrainian nation and national minorities, as well as natural resources.

In order to facilitate the further development of environmental objects of tourist interest with a high potential state program of tourism development should provide implementation of the following measures:

ensuring effective management, definition and provision of the legal status of the ecological network elements and providing land use, which are components of ecological network inappropriately;

establishing a list of recreational areas for the development of eco-tourism, definition of allowable load on objects of tourist interest;

monitoring compliance the regime of sanitary protection zones and laws on land use resort destination, rational use and quality of natural medicinal resources;

improving environmental standards, tightening control over enterprises in the field of implementation of environmental legislation;

encouraging businesses to reduce emissions of harmful substances, including by switching to energy-efficient technology

In order to further the development of the tourist flow to the objects of interest in industrial tourism with high potential it is necessary to launch following state measures:

promoting the inclusion of industrial tourism sites to national and international tourism routes;

stimulating enterprises to organize and conduct tours and exhibitions on industrial enterprises.

The development of business tourism in regions with a high potential, may be provided the urgent implementation of government measures aimed on foundation of national exhibition and information systems.

Overall, the extension of internal and inbound tourist flow by programs of environmental, industrial and business travel require implementation national level measures to form a positive tourism (including recreation) image of Ukraine; ensuring the availability of domestic tourism services for disadvantaged sections of society; ensuring the safety of tourists during the tourist services; stimulating enterprises to use the services of domestic tourism as a means of non-financial motivation of employees

Conclusions and further research. The development of tourism in Ukraine is hampered by lack of effective strategy and policy of state regulation of tourism, the imperfection of the legal framework, ineffective mechanisms of state regulation and management of enterprises in the tourism and resorts; small investment in material base of tourism infrastructure; inefficient use of recreational resources.

Proposed strategy and policy of state regulation of tourism may become the basis for a systematic solution of the problems in the tourism industry and assist the organizational framework for the development of the tourism sector of Ukraine.

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