PROSPECTS OF THE TOURISM BUSINESS DEVELOPMENT AT THE REGIONAL LEVEL

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Annotation

The current conditions and prospects of the tourism business development on the example of the Vinnytsia region are considered in the article. Tourist streams of the region are analyzed. Favorable factors for tourism development are identified: features of geographical location and relief, favorable climate, rich of natural, historical and cultural, tourist and recreational potentials. The main tourist objects of Vinnytsia region are investigated. The most active in the development of rural green tourism is Bar, Vinnytsia, Haisin, Nemyriv, Mohyliv-Podilskyi, Murovani Kurylivtsi and Tampil districts. Historical and cultural; health-improving; religious and sporting types of tourism are the most popular in Vinnytsia. The weaknesses of the tourist industry of the region are identified. Branding development of rural areas, improvement of quality and expansion of the range of tourist and recreational services, the tourism infrastructure development are important areas for solving existing problems. Keywords: tourism business, tourism, tourist flows, region, tourist infrastructure.

PERСПЕКТИВИ РОЗВИТКУ ТУРИСТИЧНОГО БІЗНЕСУ НА РЕГІОНАЛЬНУМУ РІВНІ

Олійник Лариса

Анотація

В статті розглядається сучасний стан та перспективи розвитку туристичного бізнесу на прикладі Вінницького регіону. Здійснено аналіз туристичних потоків області. Визначені сприятливі чинники для розвитку туризму: особливості географічного положення та рельєфу, сприятливий клімат, багатство природного, історико-культурного та туристико-рекреаційного потенціалів. Досліджено основні туристичні об’єкти Вінницьчини. Встановлено, що найбільш активними в розвитку сільського зеленного туризму є Барський, Вінницький, Гайсинський, Немирівський, Могилів-Подільський, Муро-Кур'ївський та Лимізький райони. Найбільш популярними видами туризму на Вінницьчині є: історико-культурний; лікувально-оздоровчий; релігійний та спортивний. Визначені слабкі сторони туристичної галузі регіону. Важливими напрямами вирішення наведених проблем є брендінговий розвиток сільських територій, підвищення якості та розширення асортименту туристико-рекреаційних послуг, розбудова туристичної інфраструктури.

Ключові слова: туристичний бізнес, туризм, туристичні потоки, регіон, туристична інфраструктура.

I. Brief theoretical rationale

Nowadays tourism is a dynamical developing industry which generates high profits in the global economy. Tourism is one of the most important factors of socio-cultural development, contributes to raising the level and life quality. Modern tourism has a significant impact on the political, economic and social life of the country’s population. Thanks to the tourism activity, the possibility of restoring and increasing the physical, spiritual and emotional potential of a person, receiving new knowledge and impressions is provided. In the sphere of tourist services, the process of workplaces creation is actively taking place. The developed tourism makes the country an attractive object for foreign investors, stimulates the development of international business and business cooperation at the national and regional levels. Tourism is also an important source of currency revenues for the country and revenue in budgets of all levels. At the regional level, the development of tourism business opens up new prospects for the economy and can become a factor in economic growth.

The problems of tourism development were considered by scientists Y. Barash, E. Bogdanov, L. Bogush, D. Bowen, R. Braymer, D. Hilbert, V. Danilchuk, A. Durovich, I. Zorin, M. Kabushkin, O. Kalechenko, V. Kiflin, V. Kozhnev, O. Kopanev, Fedorchenko, D. Fletcher, V. Tsybukha and others. Despite the significant contribution of the authors, the importance of tourism remains insufficiently researched. The aim of the article is to study the conditions and prospects of tourism business development in Vinnytsia region.

II. The basic research material

Modern tourism is the sphere of economy and society life, which integrates practically all branches. Tourism has a significant impact on such sectors of the economy as transport, trade, communications, construction, agriculture, the production of consumer goods. It is one of the most promising areas of economic growth [1].

The tourism industry is becoming increasingly important for the economy and social development of Vinnytsia region. The formation of domestic and inbound tourism has the prospect of becoming an important factor in the socio-economic development of the region. Tourist streams of Vinnytsia region are presented in tab. 1 [2].

Tourist services in Vinnytsia region in 2016 were provided by 28 licensed companies (tour operators) and about 35 travel agents. The purpose of the trip to the overwhelming majority of tourists served (96.1% or 21.9 thousand people) was leisure and recreation, of which 15.2% (3.3 thousand people) are children under the age of 18. The most popular among the citizens of the region were Egypt, Turkey, Bulgaria, Poland, Greece and the OAU [3].

Tab. 1 Tourist streams of Vinnytsia region in 2012-2016 [2]

<table>
<thead>
<tr>
<th>Year</th>
<th>The number of tourists served by the subjects of tourist activity of Ukraine, total</th>
<th>Of the total number of tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>foreign tourists</td>
<td>tourists-citizens of Ukraine who traveled abroad</td>
</tr>
<tr>
<td>2012</td>
<td>25878</td>
<td>18064</td>
</tr>
<tr>
<td>2013</td>
<td>29606</td>
<td>21308</td>
</tr>
<tr>
<td>2014</td>
<td>20744</td>
<td>14553</td>
</tr>
<tr>
<td>2015</td>
<td>22748</td>
<td>13580</td>
</tr>
<tr>
<td>2016</td>
<td>27485</td>
<td>17550</td>
</tr>
</tbody>
</table>
Vinnitsa region has all the conditions for intensive development of internal and external tourism: features of geographical location and relief, favorable climate, richness of natural, historical and cultural, tourist and recreational potential.

In the region there are 4307 cultural heritage sites in state registration: 1739 - archeology; 1893 - history; 526 - Urban Planning and Architecture; 101 - monumental art; 47 - landscape gardening; 1-landscape [3].

In order to popularize new tourist routes along the Eastern Podillya, the competition "Seven Wonders of Vinnytsia" was developed. Another twenty one unique monument was marked in the nomination "Pearl of Podillya".

The main tourist objects of Vinnytsia are [3]:
- the ROSHEN fountain;
- National Museum-Estate MI Pirogov (in 2015, visited almost 145 thousand tourists, of which 1274 - foreign tourists from 71 countries of the world);
- Vinnytsya regional museum of local lore (in 2015 visited about 207 thousand tourists);
- The historic-memorial complex of the fascism victims memory (the rate of Hitler "Werwolf" - in 10 thousand tourists visited in 2015, about 1 thousand of them are foreign),
- the Pototsky Palace in Tulchyn;
- State Historical and Cultural Nature Reserve "Bush" (35 thousand domestic and foreign tourists visited in 2015);
- Lyadiv Mountain St. Beheading Male Monastery;
- Brailov Holy Trinity Monastery.

The tourists who come to improve their health, use the sanatorium of Khmelnik and Nemirov. After all, Vinnytsia region is rich in high-quality mineral and fresh groundwater. Radon waters of Khmelnik are not equal among the well-known mineral waters of Europe. The balneological resort includes 7 sanatorium and spa establishments, which makes it possible to heal up to 50 thousand people annually, both from Ukraine and from abroad. It is a significant potential for the development of resort tourism [2].

The most popular types of tourism in Vinnitsa are: historical and cultural; health-improving; religious and sporting. There is an expansion of religious tourism with a total area of about 60 thousand hectares [2].

The main problem of tourism development is the inefficient and unproductive use of natural resources, as well as the lack of a clear strategy for the development of the tourism industry and its clear regulation. Insufficiently developed infrastructure, as well as a system of transport services for tourists and population, hinder the rapid rise and spread of the country's tourist glory. Therefore, the development of tourism infrastructure and transport links is one of the priority tasks.

The weak sides of the tourism industry in Vinnitsa region are the outdated material and technical base of tourist and recreational facilities, insufficient number of tourist accommodation establishments of different standards (hotels, motels, campsites); lack of recreation and entertainment industry (except Vinnytsia city); not equipped for short-term holiday tourists; unsatisfactory condition of most cultural heritage sites; ineffective activities of the relevant structures in ensuring the ecological safety of territories for the development of recreational business; lack of system advertising and information support. The level of provision of motor roads by the tourism service and information structure is low (lack of billboards and a unified road marking system for tourism objects, hotels, hostels).

The potential of tourism development in rural areas as a reducing unemployment in villages factor is not sufficiently utilized. It is necessary to form branding development of rural areas. It should be based on the economic use of unique features of rural communities of the region (recreational and landscape, historical and cultural, confessional, etc.). This approach is the basis of the growth of local economies through domestic sources of development [4].

The strategic goal of the tourism industry development is determined by the creation of a world-market competitive tourism product. This product is able to satisfy as much as possible the tourist needs of the country's population, providing on this basis the integrated development of territories and their socio-economic interests while preserving the ecological balance and the historical and cultural environment [5].

Promising directions of development of tourist business of Vinnitsa are:
- development of cultural-historical and ecological, religious, pilgrimage, weekend tourism, green tourism;
- development of health and medical tourism on the basis of mineral and radon waters;
- assistance in the development of active types of tourism (pedestrian, water, equestrian, cycling tourism, etc.), taking into account the need to ensure efficient use of nature and environmental protection;
- development and reconstruction of road and transport infrastructure;
- improving the quality and expanding the range of tourist and recreational services.
Conclusions

Thus, the tourism business requires a significant capital and expert approach. With good planning and effective implementation of the projects, the tourism business is extremely profitable. In order to develop the tourism business, it is necessary to provide tourists with comfortable and safe travel conditions; facilitate the issuance of visas; carry out construction and work of small motels and family-type hotels that can become the source of foreign exchange earnings; to expand the implementation of projects for the construction of high-class hotels. To create a modern competitive tourism industry in the Vinnytsia region, able to meet the needs of foreign and domestic citizens in tourist and recreational services is the main task in the nearest future.

References

[3] Investment portal of Vinnytsia region, Available at: http://vininvest.gov.ua/turizm