

PROSPECTS OF THE TOURISM BUSINESS DEVELOPMENT AT THE REGIONAL LEVEL

Oliinyk Larysa

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 Yampil districts. Historical and cultural; health-improving; religious and sporting types of tourism are the most popular in Vinnitsa. 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.

ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИСТИЧНОГО БІЗНЕСУ НА РЕГІОНАЛЬНОМУ 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 туристично-рекреаційного потенціалів. Досліджено основні туристичні об'єкти Вінниччини. Встановлено, що найбільш активними в розвитку сільського зеленого туризму є Барський, Вінницький, Гайсинський, Немирівський, Могилів-Подільський, Мурованокуриловецький та Ямпільський райони. Найбільш популярними видами туризму на Вінниччині є: історико-культурний; лікувально-оздоровчий; релігійний та спортивний. Визначені слабкі сторони туристичної галузі регіону. Важливими напрямками вирішення наявних проблем є брендинговий розвиток сільських територій, підвищення якості та розширення асортименту туристично-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. Kalchenko, V. Kifiak, V. Kozyrev, 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]

| Year | The number of tourists served by the subjects of tourist activity of Ukraine, total | Of the total number of tourists | | |
|------|---|---------------------------------|--|-------------------|
| | | foreign tourists | tourists-citizens of Ukraine who traveled abroad | domestic tourists |
| 2012 | 25878 | 52 | 18064 | 7762 |
| 2013 | 29606 | 15 | 21308 | 8283 |
| 2014 | 20744 | – | 14553 | 6191 |
| 2015 | 22748 | 42 | 13580 | 9126 |
| 2016 | 27485 | – | 17550 | 9935 |

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 Khmelnyk 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 visit to such objects as: Lyadiv Mountain St. Beheading Male Monastery (village Lyadov of Mohyliv-Podilskyi district); Yosphatova valley (Shargorod district); Cross road in the city of Shargorod.

Vinnitsa region actively develops rural green tourism. Such a direction of tourism contributes to the development of market relations, international co-operation, the attraction of Ukrainians and foreign citizens to the knowledge of the rich natural, historical and cultural heritage of the region, preservation of ecological balance, and reduction of unemployment in the countryside.

In the region, rural tourism services are provided by 38 farmsteads offering comfortable accommodation, family holidays, folk traditional cuisine, eco-friendly food, and interesting leisure. Of these, 2 farms have the third category (the highest) of categorization system of the village bed base "Ukrainian hospitable household" and 7 estates have a basic category [3].

The most active in the development of rural green tourism is Bar, Vinnytsia, Haisin, Nemyriv, Mohyliv-Podilskyi, Murovani Kurylivtsi and Yampil districts.

The Vinnytsia Regional Branch of the Union for the Promotion of Rural Green Tourism Development in Ukraine successfully operates in the region. The main areas of organization activity are:

- conducting seminars and trainings on development of rural green tourism and development of rural territories for village heads, peasants and tourism

specialists; constant consultations for the members of the organization regarding the implementation of the service of rural green tourism;

- organization of joint advertising of hosts of hospitable mansions;
- organization and holding of village festivals;
- writing social projects for the development of rural areas into Ukrainian and international funds.

There is a tendency for a stable growth of the nature reserve fund area in the region. At the beginning of 2016 a hydrological reserve of local significance "Ilkivskyi stave" with a total area of 20.9 hectares was created on the territory of Ilkiv village council of Vinnytsia district.

In total in Vinnytsia region there are 409 territories and objects of the nature reserve fund with the 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.

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Oliinyk Larysa, PhD (economic sciences), Associate professor, Vasyl Stus' Donetsk National University, Vinnytsia, Ukraine, *e-mail*: olelora777@gmail.com. **She graduated**: Vinnytsia State Pedagogical Institute 1993, Vinnitsa State Agricultural Institute 1998. **Professional orientation or specialization**: management of enterprise development, regional social and economic development. **The most relevant publication outputs**: 1) Development of complex system for ensuring economic safety of agrarian sector of Ukraine. Problems and Perspectives in Management (open-access), 2017, no.15(4), p.168-177. 2) Strategic directions of resource potential management of an enterprise // Global and national problems of the economy, 2017, no.19, p.214-218