

Methodological Principles of Assessing Development Potential of the Tourist and Recreational Sphere in Regional Economy

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Abstract. In the context of the growing level of competition in the global and national tourism markets, the issues of assessing the attractiveness and potential of the tourist and recreational sphere of the regions are becoming particularly relevant. The purpose of the study is to develop methodological bases for assessing the potential of the tourist and recreational sphere of the regions in terms of its attractiveness, which will determine the attractiveness of this sphere for Ukrainian and foreign investors. Achieving this purpose was made possible by the use of general scientific and special research methods, in particular, statistical, analytical, and mathematical. The paper considers the tools for studying the tourist and recreational potential of regions, which, unlike the existing ones, includes an assessment of the attractiveness of the tourist and recreational sphere of regions; analysis of the contribution of tourist and recreational sphere to the economy of the regions; identification of the weight of factors influencing the development and building of the potential of the tourist and recreational sphere of regions. The author offers methodological approaches to the integral assessment of the attractiveness of tourist and recreational sphere of regions, which are based on the identification of the resource structure of the attractiveness of tourist and recreational sphere in the context of four sub-indices (index of cultural attractiveness, index of attractiveness of recreational resources, index of attractiveness of tourist infrastructure and index of investment attractiveness of the tourist and recreational sphere) to develop reasonable mechanisms for regional marketing in the internal and foreign markets of a tourist product. It is determined that the developed methodological approach is based on the use of the parametric method, which, due to the ranking of standardised values of the main indicators of the tourist and recreational sphere of regions, allows determining their places in the national rating of attractiveness. Practical use of the developed approaches will ensure the efficiency of using the available tourist and recreational resources, increase the investment attractiveness of the territory for Ukrainian and foreign investors, identify problems of using the potential and form prerequisites for overcoming them

Keywords: integral assessment, regional potential, tourism sector, attractiveness, methodological approach, assessment

The Problem Statement

Today, the tourism industry is crucial in the development of global and national economies since, being one of the most dynamic types of economic activity in its growth, it contributes to the active socio-economic recovery of many states. Due to the development of tourism, more developed European countries form a high share of GDP, namely, travel and tourism, as one of the world's largest economic sectors, generate 10.4% of global GDP [1]. Tourism can support the economic development of both the local community and the country's economy through income from

local or foreign visitors. The direct economic contribution from travel and tourism in 2017 was approximately 2.57 trillion USD. The travel and tourism industry is one of the largest industries in the world with an economic contribution (direct, indirect, and induced) of more than 8.27 trillion USD in 2017. In 2017, revenue from international tourism was 1.34 trillion USD [2]. In the world export rating, tourism is in the top five among exports of fuel, energy, chemical and automotive products.

Increasing the competitiveness of the tourism and recreation sector leads to numerous positive effects for the

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development of economic systems – from increasing the contribution to the country's GDP and attracting additional labour, to boosting economic development for remote communities. On the other hand, an inadequate level of management of the tourist and recreational sphere often leads to an excessive tourist load, which, considerably exceeding the capacity of some locations, causes numerous negative consequences for their economic, socio-cultural, and natural environment, as well as a general decrease in the quality of tourist services and the level of satisfaction of visitors with the services provided. In the context of a considerable potential for growth with a simultaneous increase in the burden on tourism and individual elements of social infrastructure, the high competitiveness of the tourism and recreation sector, depending on the quality of state regulation, can be considered as a powerful factor of economic growth or a threat to its stable development.

Analysis of Recent Research and Publications

The following Ukrainian scientists studied the problems of economic development and effective use of the socio-economic potential of administrative-territorial units in the context of decentralisation: I.M. Vachovych [3], B. Danylyshyn [4], Ya. Zhalilo [5], M. Karlin [6], V.S. Kravtsiv, I.Z. Storonyanska [7], H. Monastyrskyi [8], T.I. Pavlyuk [9], M.M. Pityulych [10], S.V. Sember et al [11]. In general, the research has repeatedly presented methodological approaches and world experience in ensuring economic development at the local level but the issue of assessing the potential of the tourist and recreational sphere of the regions remains relevant.

Purpose of the Study

The purpose of the study is to form a methodological basis for assessing the potential of the tourist and recreational sphere of the regions in accordance with its attractiveness, which will determine the attractiveness of this sphere for potential Ukrainian and foreign investors.

Research Results

In accordance with modern conditions in the global and national tourism markets, there is a tendency to increase competition, which actualises the issues of monitoring the attractiveness and potential of the tourist and recreational sphere in certain regions. To solve these problems, there are several approaches, each of which has its own advantages and disadvantages, a specific information basis and application options in practice. The authors believe that the assessment of the potential for the development of tourism and recreation sector in the economy of the regions of Ukraine should be carried out based on:

1. Assessment of the tourist and recreational sphere attractiveness of the regions (TRSA);
2. Analysis of the contribution of the development of the tourist and recreational sphere to the regional economy;
3. Research of factors influencing the development of the potential of tourist and recreational sphere of the regions.

Therewith, it can be stated that one of the simplest and most understandable ways to compare the attractiveness

of the tourist and recreational sphere in the regions of Ukraine is the parametric method, which determines the places of the main indicators of the tourist and recreational sphere at the national level in the context of attractiveness by ranking their standardised values. Comparative evaluation when applying the parametric method is performed in the following sequence:

1. Development of a list of main features and their basic indicators that allow comparing the level of attractiveness of regional tourist and recreational complexes.

2. Conducting a standardised assessment of the state of tourist and recreational complexes in the regions for each basic indicator separately according to the formula (1):

$$P_i = 100 - \frac{a_i}{a_{max}} \times 100, \quad (1)$$

where: P_i – standardised value of the main feature parameter; a_i – value of the parameter of the main feature that reflect the level of the basic indicator of attractiveness of the tourist and recreational complex of the region; a_{max} – the maximum (or reference) value of the main feature parameter.

3. Calculation of the integral indicator of attraction of the tourist and recreational sphere of the regions of Ukraine for all selected characteristics using the formula (2):

$$A = \sum_{i=1}^n P_i x_i, \quad (2)$$

where: A is an integral indicator of the attractiveness of tourist and recreational sphere of the regions of Ukraine; x_i – the weight or significance of each main feature; i – a basic indicator of the attractiveness of the tourist and recreational complex of the region; P_i – standardised value of the main feature parameter; n – the number of main features.

4. Determination of the positions of the tourist and recreational sphere of the regions of Ukraine by the level of their attractiveness in the market of tourist and recreational services.

To assess the level of TRSA, the integral index of TRSA of the regions of Ukraine is proposed as the main indicator of attractiveness and competitiveness of regional tourist and recreational complexes in the market of tourist and recreational services. The integrated TRSA index includes 4 sub-indices (cultural attractiveness index (CAI), recreational resource attractiveness index (RRAI), tourist infrastructure attractiveness index (TIAI), and investment attractiveness index of the tourist and recreational sphere (IAITRS)), which most comprehensively reflect the main signs of the attractiveness of regional tourist and recreational complexes. Each of the sub-indices consists of 4 or 5 main features, each of which is represented by a corresponding basic indicator, standardised relative to the maximum level of its series in a point rating from 1 to 100. The region with the highest level of attractiveness of the tourist and recreational complex in the market of tourist and recreational services is determined by the criterion of the minimum sum of standardised values of 19 basic indicators, based on which the final value of the index of TRSA is calculated. By ranking the results obtained, the position

of each regional tourist and recreational complex in the market of tourist and recreational services of Ukraine is

determined. The list of the main features and basic parameters of the integrated TRSA index is shown in Figure 1.

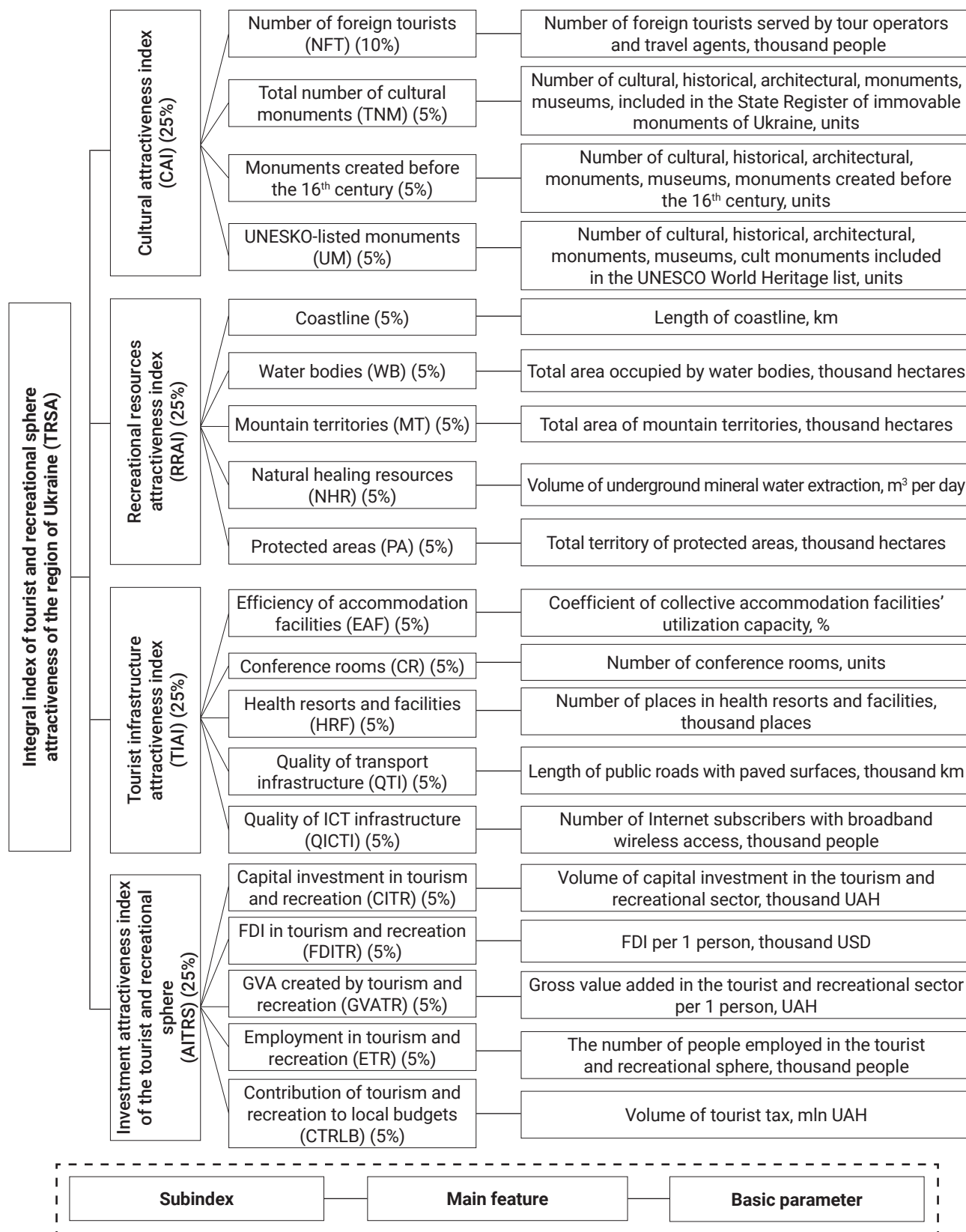


Figure 1. List of the main features and basic parameters of the TRSA index of the regions of Ukraine
Source: compiled by the author

Therewith, the main features of the CAI index are historical and cultural sites and the flow of foreign tourists. The historical and cultural heritage of Ukraine, as a powerful spiritual and socio-economic capital, is one of the main components of national identity and self-respect, as well as proper representation of Ukraine at the international level. Historical and cultural objects, together with the unique landscape and tourist space formed with their help, have a considerable impact on determining the main directions of tourist and recreational flows and the level of attractiveness of tourist locations for both foreign and Ukrainian tourists.

A considerable number of immovable cultural heritage sites have been preserved on the territory of Ukraine, ranging from the Lower Paleolithic site (Vinogradovskiy district of the Transcarpathian region) to relatively young monuments built in the last century. There are more than 130 thousand monuments on the territory of Ukraine that are on the state register [12]. In addition, in Ukraine, 65 historical and cultural reserves operate based on complexes of monuments of special historical, cultural, and scientific value [13]. In addition, 7 unique cultural and natural monuments located in Ukraine, which have exceptional universal value, are included in the UNESCO World Heritage list [14].

One of the most important effective indicators of the attractiveness of both historical and cultural monuments and natural and recreational resources of any country is the volume of the flow of foreign tourists, the positive dynamics of which indicates the degree of openness and level of security in the national economy, the nature of economic and socio-cultural transformations, investment attractiveness, and stability of the socio-political structure. On the other hand, it is also a real increase in monetary receipts to local budgets. According to the Ministry of Economic Development, Trade and Agriculture of Ukraine, considering the non-cash segment of payments, according to the results of 2017, foreign tourists left 1.3 billion USD in the state economy and in 2018 – 1.5 billion USD [2].

In the above context, it is advisable to analyse the attractiveness index of recreational resources (AIRR). The main features of the AIRR index are the leading natural and recreational tourist resources of the regions of Ukraine. Among the natural and recreational resources that directly affect the development of tourist and recreational processes, the most important for regional tourist and recreational complexes are water, balneological, landscape, and climatic, which can be combined into first-order resources. Natural and recreational resources that indirectly affect tourist and recreational processes include forest, flora and fauna, biotic, and orographic resources, which can be defined as second-order resources. The development of a high level of recreation and the aesthetic feeling that accompanies it often occurs in combination with a unique landscape. Regions and countries that have landscape patchiness (a combination of mountain, forest, beach coastal and lake areas on their territories) get a considerable advantage for the development of their tourist and recreational complexes

and increasing their attractiveness. The uniqueness of a particular natural object, together with a successful advertising campaign, can turn it into the main tourist attraction of the region or the country in general.

Turning to the TIAI, it should be noted that its main features for the TIAI are certain elements of tourist and general infrastructure, which, the authors believe, are critical in the development of attractiveness of tourist and recreational complexes in the regions of Ukraine.

In modern conditions, creating opportunities for activating the socio-economic development of the territory and strengthening its competitiveness is almost impossible without an appropriate level of infrastructure development. Including several areas of activity that have a common purpose, the infrastructure forms the conditions in which a certain process functions, in particular, the activities of the tourist and recreational complex of the region. Despite the fact that for many countries and regions with similar historical, geographical, cultural, and socio-political characteristics, the tourist and recreational sphere is an important factor of socio-economic growth, it is the quality of infrastructure support that determines the most complete disclosure and use of considerable opportunities for the sustainable development of their tourist and recreational activities.

Finally, the main features for the index of investment attractiveness of the tourist and recreational sphere are priority socio-economic indicators of the tourist and recreational sphere of the regions of Ukraine (GVA, FDI, capital investment, employment level, and volume of tourist tax), which characterise the level of attractiveness of regional tourist and recreational complexes from a financial and economic standpoint.

Investment objects that are characterised by a short payback period, have considerable competitiveness in the foreign and internal markets, have a high export potential, and can also create a considerable multiplier effect for the development of other related areas of activity, are considered a priority in financial and economic practice. The tourist and recreational sphere of the regions of Ukraine largely meets such requirements and, according to experts, is considered one of the most profitable and least risky [15]. In addition, the experience of many countries with developed market economies (Great Britain, France, Germany, Spain, Italy, and Greece) shows that the tourism and recreation sector has the status of one of the most innovative, efficient, promising, and most investment-attractive areas of economic activity. For Ukraine, which is in the process of developing an effective socio-economic system, the tourist and recreational sphere is an important factor in both foreign economic activity and internal socio-economic policy. Ukraine, having a considerable tourist and recreational potential, cannot yet fully use it. This is evidenced by comparisons of the resulting performance indicators of tourist and recreational complexes in Ukraine, Poland, and France. Thus, according to the results of 2018, the contribution of

the tourism and recreation sector of Ukraine to GDP was approximately 1.4% (1.9% in Poland, 3.9% in France), the share in foreign trade turnover was 2.2% (3.1% in Poland, 5.7% in France), approximately 1.3% (2.0% in Poland, 4.6% in France) of the labour force in Ukraine was employed in the sphere and related industries [16].

The total number of foreign tourists visiting Ukraine is growing along with the volume of tourist services provided, while budget revenues from tourism are growing much more slowly. The authors believe that this is conditioned upon the discrepancy between the quality of growth of the tourist and recreational sphere and modern tourist trends and the real tourist and recreational potential of Ukraine.

More effective implementation of the tourist and recreational potential of Ukraine and increasing the level of attractiveness of its tourist and recreational sphere provide, in addition to a holistic system of strategic management in this area, significant investment resources for the development of the tourism business. Meeting the needs of the tourist and recreational sphere of the regions of Ukraine for investment resources provides, first of all, for the creation of a favourable investment climate on the scale of the socio-economic system of the state through the integrated use of investment policy tools and coordination of the interests of the state and private investors, with its further extension to the tourist and recreational sphere of the regions of Ukraine.

To analyse the contribution of the development of the tourist and recreational sphere to the regional economy, it is proposed to use the following indicators:

- the volume of gross value added (GVA) created by the tourist and recreational sphere of the regions per 1 person, to determine the contributions of tourist and recreational spheres of the regions to the GDP of Ukraine. The dynamics of the volume of GVA in the tourism and recreation sector and its share in the gross regional product (GRP) of the region characterises the importance of this sphere both in the development of the regional and national socio-economic system. Although the national classifier of types of economic activity does not have a separate section "tourism", the authors believe that to calculate the total volume of GVA created by the tourist and recreational sphere of the regions of Ukraine, it is advisable to combine such types of economic activity under the KVED-2010 or their components, which together will form the tourist and recreational sphere. In particular, "temporary accommodation and catering" (section I), "Art, Sports, Entertainment, and Recreation" (Section R), as well as section 79 "Activities of travel agencies, tour operators, provision of other booking services and related activities", from Section N "Activities in the field of administrative and support services" [17];

- share of those employed in the tourist and recreational spheres of regions in total employment to determine the contribution of tourist and recreational spheres of regions to total employment in Ukraine. In addition to a considerable direct impact (creation of new jobs, growth of revenues to local budgets, material support for employees), the

functioning of the tourist and recreational sphere of the region generates large positive socio-economic effects for the development of many related industries that are directly involved in serving tourists. As a result, in such areas as retail, transport, public catering, consumer services, communications, construction, agriculture, as well as culture, sports, and entertainment, there is an increase in employment and profitability, which positively affects the quality of life in the region. Thus, according to the GRP, in 2018, every fifth new workplace in the world was created in the tourism and recreation sector, and the multiplier effect due to its functioning made 195.9 million people employed in related fields [16].

To study the factors influencing the development of the potential of the tourist and recreational sphere of the regions, the authors suggest using the following indicators:

- volume of capital investments in the tourist and recreational sector per 1 person to determine the share of tourist and recreational areas of regions in the total volume of capital investments in Ukraine. Successful integration of the tourist and recreational sphere of the regions of Ukraine into the European and global tourism space implies compliance with numerous international standards for the quality of tourist services, standards for the construction and arrangement of roads, and other tourist and general infrastructure facilities. It is the complexity and effectiveness of investment solutions that largely determines the successful implementation of these tasks at different levels of public life (from the micro level – the subject of tourist and recreational activities, to the macro level – the profile state management body). The investment attractiveness of certain types of tourist and recreational activities and tourist and recreational locations, as well as the investment climate in general, are among the main factors that directly affect the dynamics and quality of structural changes both in the tourist and recreational sphere of the region and its socio-economic system;

- dynamics of the volume of incoming and outgoing tourist flows, as one of the main indicators of the effectiveness of using their tourist and recreational potential, to determine the position of tourist and recreational areas of regions by the level of their tourist balance. In particular, according to the World Tourism Organisation (UNWTO) [18], in 2018, with Ukraine's share in global tourist flows of 1.2%, the share of Ukraine's revenues from tourism activities among the world's countries was only 0.1%. In general, such a discrepancy indicates both a low level of use of the existing tourist and recreational potential of Ukraine and a low efficiency of functioning of its tourist and recreational sphere;

- the level of efficiency of using the tourist and recreational potential (TRP) of the regions of Ukraine as an addition to the integral index of attractiveness of the TRS of the regions of Ukraine for a comprehensive assessment of the potential for the development of tourist and recreational sphere in the economy of the regions of Ukraine. The amount of net income from tourist and recreational activities per 1 person and per 1 km² is a balanced indicator of the financial and economic efficiency of using TRP in the regions of Ukraine,

which characterises the level of economic development of their tourist and recreational sphere.

Conclusions

Factors influencing the development of the tourist and recreational potential of regions and indicators of the contribution of the tourist and recreational sphere development to the regional economy are scientifically based indicators of the level of tourist and recreational sphere development of the regions of Ukraine. These indicators can be useful for management bodies of various levels in the development of mechanisms for state support of the tourist and recreational sphere of regions and the state in general, which will

allow creating favourable conditions for its sustainable development in the future, as well as increasing the competitiveness of the Ukrainian tourist and recreational product. The activation of tourism market entities in Ukraine, as a result of consistent state support for the development of the tourist and recreational sphere of the regions, can contribute to the reproduction and strengthening of the human potential of Ukraine through a positive impact on the process of creating new jobs, increasing the level of income of the population, improving the quality of tourism and general infrastructure, increasing the level of competitiveness of the national service sector.

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Методичні засади оцінювання потенціалу розвитку туристично-рекреаційної сфери в економіці регіонів

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Анотація. В умовах зростання рівня конкуренції на світовому та національному туристичних ринках особливої актуальності набувають питання оцінки привабливості та потенціалу туристично-рекреаційної сфери регіонів. Метою дослідження є розробка методичних основ оцінки потенціалу туристично-рекреаційної сфери регіонів з точки зору її привабливості, що визначатиме привабливість цієї сфери для українських та іноземних інвесторів. Досягти цієї мети стало можливим завдяки використанню загальнонаукових і спеціальних методів дослідження, зокрема статистичних, аналітичних і математичних. У роботі розглянуто інструментарій вивчення туристично-рекреаційного потенціалу регіонів, який, на відміну від існуючих, включає оцінку привабливості туристично-рекреаційної сфери регіонів; аналіз внеску туристично-рекреаційної сфери в економіку регіонів; визначення ваги факторів, що впливають на розвиток та розбудову потенціалу туристично-рекреаційної сфери регіонів. Автор пропонує методичні підходи до інтегральної оцінки привабливості туристично-рекреаційної сфери регіонів, які ґрунтуються на ідентифікації ресурсної структури привабливості туристично-рекреаційної сфери в розрізі чотирьох субіндексів (індекс культурної привабливості, індексу привабливості рекреаційних ресурсів, індексу привабливості туристичної інфраструктури та індексу інвестиційної привабливості туристично-рекреаційної сфери) розробити обґрунтовані механізми регіонального маркетингу на внутрішньому та зовнішньому ринках туристичного продукту. Визначено, що розроблений методичний підхід ґрунтується на використанні параметричного методу, який за рахунок ранжування стандартизованих значень основних показників туристично-рекреаційної сфери регіонів дозволяє визначити їх місця у національному рейтингу привабливості регіонів. Практичне використання розроблених підходів забезпечить ефективність використання наявних туристично-рекреаційних ресурсів, підвищить інвестиційну привабливість території для українських та іноземних інвесторів, виявить проблеми використання потенціалу та сформує передумови для їх подолання.

Ключові слова: інтегральна оцінка, регіональний потенціал, туристична сфера, привабливість, методичний підхід, оцінка