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TOURISM POTENTIAL OF THE TERRITORY IN REGIONAL ECONOMIC DEVELOPMENT

The concept of tourism's potential of the territory is analyzed in this article; the concept of tourism development in the region is grounded and its overall scheme is built. The tourist potential of the territory as a base of regional tourism development is a complex system which consists of geographical «core» and «add» of other factors and conditions which promote such development. At the same time, the core of tourism's potential in one's turn, is considered at two levels: the first (lower) level provides a set of identified and prepared tourism resources for use and expanded tourism infrastructure which is reinforced by institutional support for tourism development. The second (top) level is a set of tourist destinations, tourist clusters, tourist landscapes and regional tourism product. In particular these innovative forms of tourism territorial units in their connection are the key indicators of regional tourism development and they should be the main object of attention of the regional administration and other entities of the regional economy which are interested in tourism development.

Transit and trans-regional tourist destinations (TD) deserve special attention and generally promote a positive image of a tourist area but not always ensure the economic success of the regional tourism. In this connection, regional authorities, representatives of tourism business and the public should not just study the demand and promote their TD among foreign tourists but accordingly to take care about their inclusion in the tourist routes which are developed and sold by tour operators in other regions and countries. Subjects who promote destinations of the region on the tourism market should also promote not only places of tourist interest as such, but its tourist facilities and their services and in generally help to increase the duration of visiting of the region.

Key words: tourist potential of the territory, tourist development of the region, a tourist destination, a tourism cluster, a tourist landscape, a regional tourist product.

Костянтин Горб. ТУРИСТИЧНИЙ ПОТЕНЦІАЛ ТЕРИТОРІЇ В РЕГІОНАЛЬНОМУ ЕКОНОМІЧНОМУ РОЗВИТКУ

У статті проаналізовано поняття туристичного потенціалу території (ТПТ), обґрунтовано концепцію туристичного розвитку регіону та побудовано загальну його схему. Виділено «ядро» та «надбудову» ТПТ, визначено роль у даному розвитку окремих складових туристичного потенціалу на різних рівнях. Розкрито сутність окремих його інноваційних територіальних форм у співставленні й порівнянні – туристичних destinations, туристичних кластерів, туристичних ландшафтів та регіонального туристичного продукту. Наголошено на необхідності врахування в регіональному туристичному розвитку транзитних та трансрегіональних destinations.

Ключові слова: туристичний потенціал території, туристичний розвиток регіону, туристична destination, туристичний кластер, туристичний ландшафт, регіональний туристичний продукт.

Константин Горб. ТУРИСТСКИЙ ПОТЕНЦИАЛ ТЕРРИТОРИИ В РЕГИОНАЛЬНОМ ЭКОНОМИЧЕСКОМ РАЗВИТИИ

В статье проанализированы понятия туристского потенциала территории (ТПТ), обоснована концепция туристского развития региона и построена общая его схема. Выделены «ядро» и «надстройка» ТПТ, определена роль в этом развитии отдельных составляющих туристского потенциала на разных уровнях. Раскрыта сущность отдельных его инновационных территориальных форм в сопоставлении и сравнении – туристских destinations, туристских кластеров, туристских ландшафтов и регионального туристского продукта. Обоснована необходимость учета в региональном туристском развитии транзитных и трансрегиональных destinations.

Ключевые слова: туристский потенциал территории, туристское развитие региона, туристская destination, туристский кластер, туристский ландшафт, региональный туристский продукт.

Introduction. Accelerated development of tourism in the past few decades in the world in general and in Ukraine in particular shows a need of a deeper analysis of the tourism's potential of the territory, taking into account an escalation of the competition over «tourists» both between travel agencies and different destinations, regions and countries. This problem in Ukraine in the past two years is particularly acute at the regional level, which is connected with a shift in emphasis from traveling to foreign countries to travelling within Ukraine for many compatriots because of falling revenue in the converted currency. Exactly because of this reason recently there is an accelerated activation of domestic tourism process, popularization of visiting little-known destinations and including them in the new routes in almost all regions of Ukraine. In connection with it, the analysis

and improvement of management processes for the development of tourism in the region is getting important.

Literature review. In scientific literature as well as geographical and economical order there is a huge number of works which are devoted to the tourism's potential of the territory, its evaluation and substantiation of directions of use and development [10]. At the same time there is a tendency of some differentiation of attention of scientists on the individual components of the tourism's potential and as a whole – tourism industry in the region. First of all it deals with modern and efficient, but rather complicated subdivisions of tourism development such as tourist destinations, tourism clusters and tourism (recreation) landscapes. Thus, the publications of some authors (and usually in a majority) are devoted exclusively to tourist destination issues (Y. Leont'jeva [7], T. Luzhanska [8], A. Golovchan [2] etc.); publications of other authors are devoted to tourism cluster issues

(S. Ilchyshyn [4], O. Krajnyk, M. Bil' [6], N. Smochko [13] etc.), or tourism (recreational) landscapes (V. Chyzhova [16], T. Panchenko [15], I. Smal', O. Baranovska [12] etc.) and so on. However, there aren't actually any comparisons of these concepts and their real local realization between each other, a comprehensive comparative assessment of their place in the development of tourism in the region.

The aim of our study is analysis of the concept of tourist potential of the territory, the substantiation of the concept of tourism development in the region and building its overall scheme, determining the location of individual components of tourist potential and comparison some of its local forms, analysis of the role of certain types and levels of tourist destinations in the economic development of the region (in particular, consideration of transit and trans regional destinations).

The main material. The tourism's potential of the territory (TPT) is a vast concept which covers the totality of natural, ethno-cultural and socio-historical resources as well as the current economic and communication infrastructure area which together serve or can serve as prerequisites for the development of certain types of tourism [1]. From our point of view, the concept of TPT can be viewed at two levels – in general (narrowed) and extended interpretation. The above definition is the narrowest option that provides reference to TPT to only certain geographic objects and their specific properties and characteristics, which can be directly used for tourism and are easy to analyze and map statistically. As for extended insight, certain conditions and factors can be added to TPT that generally promote tourism development, for example, political and economic stability, proximity of tourist demand areas, the overall level of education and culture of the population, willingness of local residents to receive tourists from other regions and countries, the general perception of tourism and other innovations and so on. In this connection, the narrowed option of interpretation can be considered as a «TPT core», more advanced version of TPT interpretation as some of its «superstructure» or «shell».

Analyzing the mentioned core of tourist potential of the territory, we can see that the key geographic features which make it up are not only «classic» tourism resources and infrastructure but certain forms of its territorial combinations which characterize including the extent of formation and development of regional tourism (regional tourist complex). They are such components as:

- tourist destination;
- tourist cluster;
- tourist (recreation) landscape;
- regional (local) tourist product.

Each of these types can be a subject of a multi-level hierarchic territorial (geospatial) structure as well as being the basis of tourism (recreational) zoning. It is also obvious that each of these objects can be formed and developed on different stages of tourist developing and development of the territory. In connection with it, we should choose the concept of tourism development of the region. In scientific literature on tourism issues and regional economy there are such terms as «regional development of tourism», «development of tourism in the

region», «regional tourism development» [14]. From our point of view, these concepts seem to be identical at first glance. If the first two of them provide, in the first place, a gradual improvement of recreational and tourism activities at some achieved level without necessarily desire to move them to higher levels, then in particular, the regional tourist development points to the ambitious goal – «not to stop» on the way of building «a measure of tourism» of the regional economy until the acquiring of the stable specialization of the region on tourism industry (in rare cases it can be even mono specialization), in other words, until that measure when the region will be completely tourist.

In connection with the aforesaid, regional tourism development (RTD) can be defined as a gradual process of tourism developing on the regional territory, growth of tourism infrastructure and forming a system of cooperated and hierarchically subordinated subdivisions of tourism specialization with different scopes and finally as a forming and maintaining specialization on the tourism industry in the region as a whole. Organizational and management component of RTD in this case should provide promotion and confirmation of this process by institutional, marketing, business, community events and so on.

According to this definition, we managed to build a general scheme of RTD process which is shown on Fig. 1. From our point of view, this process can consist of three main phases which cover the identification and evaluation of tourism resources, tourism development and the formation of the region. In this scheme we marked out the names of types of objects which make up the territorial basis, basic geographical foundation as tourism's potential of the region and its development at different stages (resources, infrastructure, landscapes, destinations, clusters, regional product).

From our point of view, the decisive factor in the economic success of the regional tourism development in this process is exactly the completed formation of the regional tourist complex which lies in creation of mutually agreed system of four territorially hierarchic sub system-components – travel landscapes, destinations, clusters and regional tourism product and its components. For effective management is important not only search for certain integrated model of the territorial structure of tourism of the region at «higher» level of development which would unite all components which are mentioned above in some synthesized unit and would be built by «imposing» four relevant card schemes one on another but their comparison, confrontation and mutual concordance, on account of factually the same basic content of each of these types of territorial entities which are imposed from various scientific positions on the basis, accordingly, of different terminological and conceptual instruments and models. In this connection we should dwell on each of these concepts.

Considering the **tourist landscapes**, first of all, it should be noted that with some degree of conditionality in our case we identify, rather than distinguish such concepts as «tourism» and «recreation» and not separate them. In domestic and foreign scientific practice quite established theory of recreational landscapes was formed (RL), which is based mainly on two disciplines: at the

first place, it's a study of landscapes as «Synthetic wing» of physical geography, within this study an independent recreational study of landscapes was formed [16]; secondly, it's an architecture and regional planning, within an appropriate recreational direction of this scientific block [15]. Summarizing numerous definitions, we can define the landscape as a natural recreational complex, which has beneficial medical and biological effects on the physical and psycho-emotional state of a person and in some way is prepared for use with recreational purposes. The theory of RL has a strong environmental

component, in practical sense; its provisions are devoted mainly to substantiation standards of recreational loads on different types of natural systems, relevant building regulations and design issues of improvement of certain natural areas which can be used for tourism purposes and so on. At the same time, in physical geography as well as in environmental and architectural planning approach in the theory of RL a building of regional structures is provided and it's based on typical landscape maps that should certainly be used by the regional management of the tourism industry.

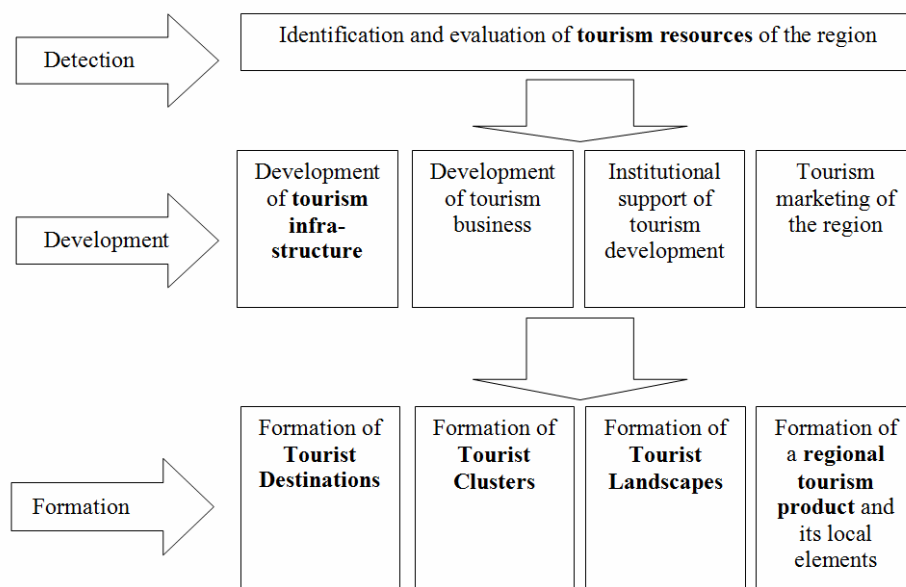


Fig. 1. General scheme of tourist development in the region

In the context of regional tourism development during its consideration of the time dimension we can speak of a gradual process of gaining an appropriate level of development by recreational landscapes. From our point of view, a formed recreational (tourist) landscape can be interpreted as a natural territorial complex, which is characterized by a sustainable preservation on condition of optimal maintenance and regulation of tourist demand for its visit and optimal arrangement of engineering and technical facilities. At higher levels of RTD, accordingly, a regional system of formed RL is built.

Equally important for the regional tourism development on the final stage of forming a tourist region is a creation and functioning of **the tourism clusters**, which concept mainly has economic and geographical («regional-economic») sense. In generally the theory of clusters, which is formed by an American economist Michael Porter, largely is corresponding with the Soviet model of territorial production complexes [14]. Tourist cluster is a system of different compactly arranged travel companies which interact together, using common tourism resources and get more benefit from joint efforts in a form of wider range of opportunities and final total revenues ([13], [4], etc.). At the regional level a regional system of tourist clusters of various sizes and tourist orientation profiles can be formed and that characterizes the level of formation of tourist region, promoting increased revenues to regional budget from the tourism industry

and strengthening tourism as an area of specialization in the region.

The concept of **tourist destination** (TD) is the most capacious and probably the most popular in tourist scientific circles in modern conditions. Many scientific works are devoted to a justification of its concept and development of both theoretical and practical aspects that we believe is justified. Exactly the concept of destinations most designed to ensure the real development of tourism in the region. It is based mainly on marketing theory and foresees primarily the popularization of different geographic features among many tourist circles and among organizers of tourist trips. A broad range of interpretations and definitions of TD is available, for example, from popular to visit places for resting to a decisive element of regional tourism system and regional management entity ([2], [7-8], etc.). The concept of TD is closely related to the concepts of tourism image and tourist brand of place, city, region, country and so on. The scientists give a special attention to lifecycle of TD and its systematization.

The World Tourism Organization defines destination as a physical space in which a visitor spends at least one day and that includes tourism products, including services and attractions and tourist resources, has physical and administrative boundaries which define its management form, image and reputation, which in turn affect its competitiveness in the tourism market [9]. A local

tourism destination is a physical space in which a visitor spends at least one night. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, images and perceptions defining its market competitiveness. Local tourism destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations. Analyzing the above and other interpretations of TD, we can get the conclusion that tourist resource is becoming a destination as the acquisition of its popularity among visitors and increase of economic benefit from its tourism use.

Tourist destinations undoubtedly play an important role in the regional economy. In general, the more popular are certain places and areas for tourists, the more money goes to the regional budgets. But it is necessary to define certain warnings.

First of all, most relevant domestic scientific papers consider destinations mainly as places and areas that are either identical or completely belong to certain administrative regions of different levels. In fact, the concept of destinations is much broader and if to take into account their division on point, linear and planar [3] and analyze the experience of organization of their visit we can find many examples where one TD can simultaneously can be included to the multiple regions or even countries. Mostly it concerns many trans-boundary destinations - routes, interstate resort areas and so on. Therefore, we can talk about **trans-regional destinations** and routes as areas that are connected by common natural and cultural features, but that are crossed by administrative boundaries. In this connection, regional authorities, representatives of tourism stakeholders and the public should not just study the demand and promote their TD among foreign tourists but also accordingly take care about their inclusion in the tourist routes which are developed and sold by tour operators in other regions and countries.

Secondly, the high popularity and attendance to destinations itself not always provides significant amounts of revenue to the regional budgets. Especially this deals with **transit destinations** as objects of episodic short visits during tourist trip. Ideally, tourists or tour group can visit the region using their own vehicles, with their guide, with their own reserves of fuel and food, other necessary things, visit only publicly popular places that do not require entrance fees, and not spend in the region any money at all. There is maintaining or even increased popularity of TD in such a case, but the tourist development of the region in the economic sense is absent, or at least noticeable. Therefore, subjects which are promoting tourism destinations in the region should promote not only places of tourist interest, but also their tourist facilities and their services, and generally help to increase the duration of visiting the region.

Special attention is also given to the concept of **regional tourism product** (RTP) as one of the important

elements of the area's tourism's potential at the highest levels of tourism development in the region, which characterize including the level of development of tourism in the region. The concept of RTP is an overcome of tourism marketing and also is an industrial component of tourism as tour operating. In general, the regional tourism product is defined as a set of goods and services for tourist purposes that are produced and consumed in particular region of the country [1]. The geographical sense of RTP is that all these services and goods are produced and sold exclusively at the sites of objects of tourist interest with a specific territorial reference, emphasizing the close relationship between RTP and tourist destination. Among all varieties of tourism product, V. Kipitenko marks out such types as: tourism product-item (article), tourism product-event, tourism product-service, tourism product-action, tourism product-rout, tourism product-place [5, p. 22-24]. The last three variations indicate the geographical basis of tourism product.

Structurally RTP consists of certain elements of the lower level (regional, local, etc.) that can be differentiated by a scale and value of similar systems mentioned above – TPT components on a stage of forming, fixing and maintaining the tourist specialization of area. RTP is an important subject of regional planning and management in general.

Conclusions. The tourist potential of the territory as a base of regional tourism development is a complex system which consists of geographical «core» and «add» of other factors and conditions which promote such development. Therefore, the core of TPT is considered at two levels: the first (lower) level provides a set of tourism resources which are identified and prepared for the use and expanded tourism infrastructure, confirmed by institutional support of tourism development. The second (top) level is a set of systems of tourist destinations, tourist clusters, tourist landscapes and regional tourist product, each of them characterizes the same land area and geographic features but from substantially different scientific and practical position.

The last part of the core of TPT which describes the higher level of formation of specialized tourist region in modern conditions of aggravation of inter-regional competition in the tourism sector should act as the basis of the tourist potential of the region and, consequently, the basis of its tourist development. The certain facts of world practice can be confirmation of justice of last thesis when the tourism resources of the region were not the basis for its tourism development (for example – Las Vegas Game Center has become a major tourist brand of Nevada, was built on the spot almost without tourism resources; in some way this also applies to many amusement parks, etc.).

Therefore, these innovative forms of tourism territorial units in their connection should be the main object of attention of the regional administration and other entities of the regional economy, interested in tourism development.

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