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## DEVELOPMENT OF THE TOURISM INFRASTRUCTURE OF UKRAINE

*Nowadays development of tourism infrastructure becomes important in tourism sphere not only to improve the competitiveness of tourist destinations, but to increase the volume of tourist flows and economic indicators of tourism industry. Increasing tourist activity in the country makes it necessary to make changes in the development of tourism infrastructure and improving the quality of its components. In the article the trends of tourism infrastructure are revealed, the basic infrastructure elements and their impact on the tourism industry are identified and analyzed. The priority directions of state support for tourism infrastructure development in Ukraine are defined.*

**Keywords:** *tourism infrastructure, catering service, restaurant facilities in Ukraine, elements of tourism infrastructure.*

### Statement of the problem

The stability, dynamism and adaptability of tourism are largely determined by the state of its infrastructure complex. Development of the tourism infrastructure improves the competitiveness of a tourist destinations, it has an impact on the volume of tourist flows and economic indicators of the tourism industry of the country. It is necessary to identify the main trends in the development of tourism infrastructure as a whole unit, and the individual components of its elements.

The goal of the research is to investigate the features of tourism infrastructure development of Ukraine.

### Analysis of the recent research and publications

This problem was investigated in the works of foreign and local scientists. For instance, V.S. Patsyuk [1] notes that "infrastructure is a set of interconnected service structures or objects, components that provide the basis of the system". The researcher V.F. Danylchuk [2] emphasizes that tourist infrastructure base of Ukraine does not meet modern international standards. Prospects for the development of tourism infrastructure in the regions of Ukraine are considered in works of V.M. Ivanova [3] and others.

The main factor of the effective use of recreational resources is the presence of tourist infrastructure within tourist destinations. Despite the considerable number of works related to the development of tourism infrastructure, today there is no single acceptable definition of it for researchers and practitioners of the tourism industry. The concept of infrastructure and independent theory of infrastructure mentioned for the first time in the first half of the 20th century.

### The main material

According to the Law of Ukraine "On Tourism", the tourist infrastructure is a set of different tourist

activities: hotels, tourist complexes, campgrounds, motels, boarding houses, as well as catering, transport, cultural and sports institutions that provide reception, services and transportation for tourists.

Therefore; buildings, constructions, communications, transport systems, are involved in the provision of travel services. [4]

In addition, appropriate authorities are responsible for the development of the tourism infrastructure, which is "The Ministry of Infrastructure of Ukraine". It is the central body of executive power in the sphere of transport, roads, tourism and infrastructure. The State Agency of Ukraine for Tourism and Resorts is the authority, which is realizing the public policy in the sphere of tourism and resorts. The Cabinet of Ministers of Ukraine according to the Constitution [5] and laws of Ukraine contributes to the development of the tourism industry and create an efficient tourism infrastructure. [6]

Briefly describing the material base of tourism; it can be noted that in 2014 in Ukraine there were a 4572 enterprises of hotel industry with total amount of 406 thousand beds. Recreational opportunities of Ukraine are also characterized by the presence of 3304 health centers and health institutions of different departmental subordination and forms of ownership, including 320 sanatoriums, 118 resorts and treatment centers, 1400 bases and other recreation establishment, 90 boarding and holiday houses, and 13977 children's camps. [7]

Tourist infrastructure is a combination of enterprises and institutions, which are aimed at meeting the needs of people who are involved in the rehabilitation or recreation, and means of communication and accommodation of tourists, providing stable operation conditions. We consider it as an integral system consisting of accommodation, food and beverage, transportation, entertainment industries, cultural and sport infrastructure as well as infrastructure of tour-operating and information (fig.1)

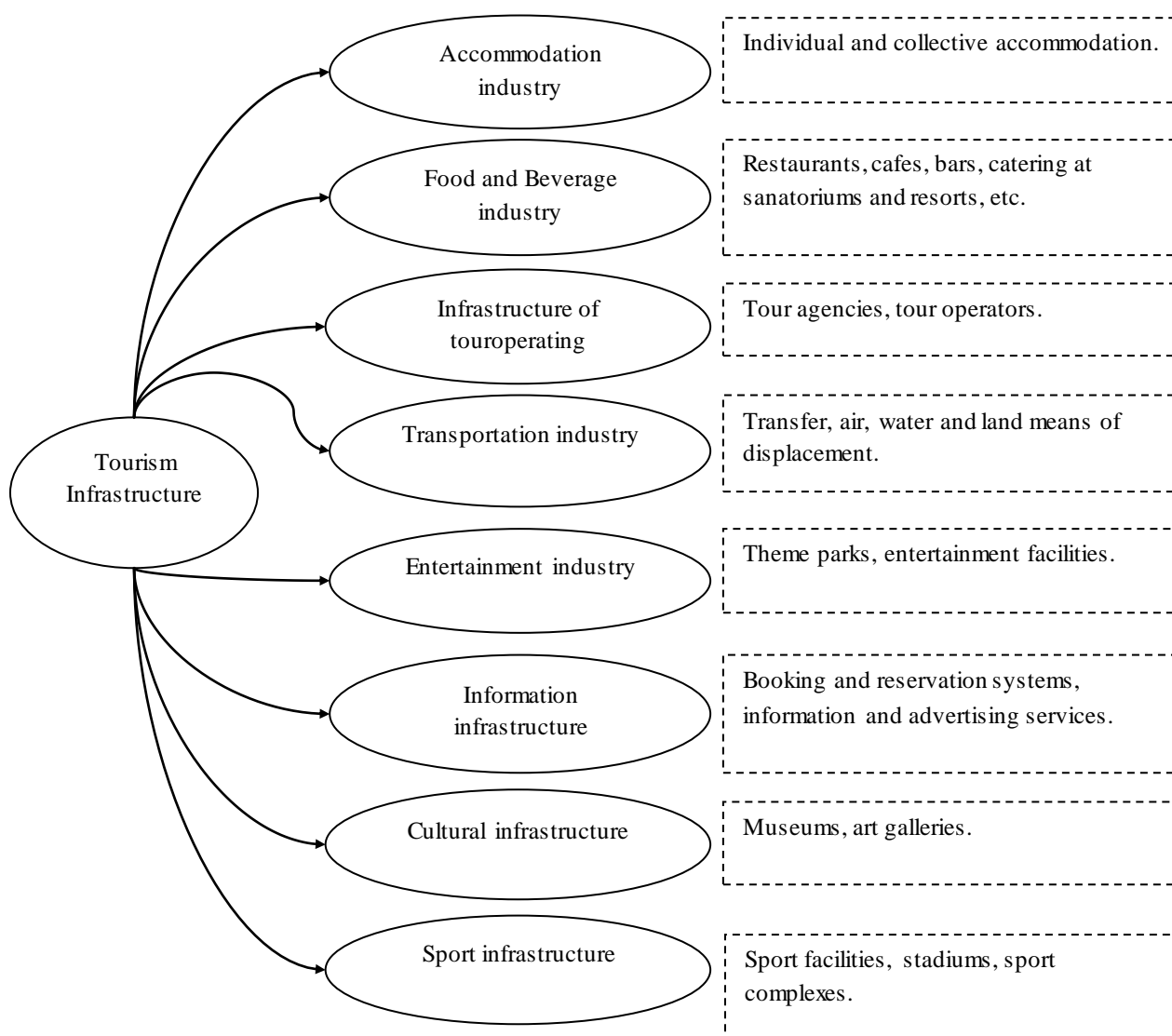


Figure 1. Elements of tourism infrastructure (developed on the basis of [4])

The development of social infrastructure must meet high standards of service as a tourist requires good quality services in free time spending.

Catering, often seen along with hotels as distinct form, other elements of the tourism product is nevertheless a vital ingredient of the tourism experience and it sometimes provides the prime motivation for a journey. The importance of good, or at least reliable cuisine abroad or anywhere in particular is often a priority concern, not the least as a measure of health and safety. [3] Countries with well-established reputations for their food and drink have ensured that these attractions are promoted prominently in their tourism campaigns, whether informally or in the form of package tours. The reason for such move is often seen as a distinct catering services which are provided to both tourists and non-tourists alike and the exact contribution made by the hospitality, transportation, entertainment, sport sectors – for tourism is difficult to gauge. Catering consists of food and beverages, while tourism catering takes place in a range of facilities,

including hotels and motels, campsites and caravan parks, holiday camps and centers, restaurants, cafés, snack bars, pubs, nightclubs and even takeaway food shops. It will form an important element in many tourism-orientated facilities, including hotels, airports and catering outlets situated in popular tourist destinations, such as city centers and seaside resorts.

Tourist accommodation could be any object or establishment which offers a place to sleep for tourists. In fact, tourist accommodation is considered as the most important segment of tourism. The main tourist accommodation establishments are hotels, motels, camp sites, and others. Tourist flows are directly dependent on the level of development of tourist accommodation, quality of services they provide and material-technical base. The demand for the hotel bedrooms comes from a widely distributed market, nationally and internationally, whereas the market for other facilities that hotels offer will often be highly localized. For instance, providing food and drinks for their own

residents, hotels will be marketing these services to other tourists or members of the local population.

Unfortunately, until now there is no single criterion for classification of hotels. The most common classification system is the number of stars. Hotels are divided by the size into four categories: 150 rooms; from 150 to 299; 300 to 600; 600 rooms or more. [8] According to AA rating system (British System) Two Star Hotels are usually provided dinner every evening. Three Star Hotels have restaurants which normally cater non-residents. The restaurants of Four Star Hotels will show a serious approach to its cuisine. Five Star Hotels' restaurants will demonstrate a high level of technical skill, producing dishes to the highest international standards. Staff will be knowledgeable, helpful, well versed in all aspects of customer care, combining efficiency with courtesy.

So, food and drink are important for the travelling experience. Of course, eating and drinking have always been part of the enjoyment of a trip, enhancing it where the food and drinks are exceptional or exotic, as it is often the case on tours abroad. There are instances, however, where the food and drinks become the principal purpose of the trip, whether a short break or longer holiday.

Catering system formed by different class restaurants, bars, cafes and canteens, fast foods and self-service. Consumption of the food by tourists regarded not only as a physiological need, but as a pleasure, way of knowing the culture and traditions of the people in the host country. The national cuisine is a kind of calling card of the nation.

All institutions of restaurant facilities should be provided to ensure compliance with the lives and health of consumers, according to [10] and DSTU.

Trying to define what does one mean by a tourist attraction, we found out that it is generally the attraction that prompts the tourist to travel in the first place, but the concept of an 'attraction' is a very broad one, encompassing a great many different sights – and sites. That is why tourism infrastructure serves the needs of the local residents as well as tourists and, indeed, many residents may have chosen to live in that particular part of the world because of its attractiveness.

The meal experience can be said to comprise four elements:

- food and drink
- service
- decor, furnishing and fittings
- atmosphere.

By juggling these four elements, caterers can direct their efforts to reach a wide variety of niche markets, depending on the type of food served, its quality, level of service provided, the furnishings and price charged. A decision will be made as to whether the aim is to

move customers through the eating place as quickly as possible, as in the case of many cafés in tourist destinations or hotels catering to tour operators' customers, or allow them to relax over a leisurely meal, as they do when dining in top-class restaurants.

In recent years, restaurants, cafeterias are rapidly developing in large shopping centers and popular tourist centers. Classification of restaurant facilities [9] is presented in Figure 2. Items, which are marked with \* were developed and added by the author. According to year 2016, more branches and new types of cafes have been created in restaurant industry, for instance, few years ago we didn't know about such type of café as "anticafe", "loft bar" and "hookah bar", but nowadays it is popular and well-known in Ukraine.

According to Budget of Ukraine 2016 [11], catering sector lacks government funding. Only one thing about catering is mentioned: that on the initiative of the government, the legislative act has deprived children 1-4 grades free meals in primary schools. Draft Law on Amendments to the Law of Ukraine "On the State Budget of Ukraine for 2016 (on social benefits)" provides target subvention local budgets for catering children 1-4 grades. Unfortunately, government didn't provide money for development of the level of the catering services in sanatoriums, resorts and treatment centers, etc. The tourism industry is sometimes the recipient of government funding for infrastructure through sectors as diverse as regional development, transport, environment, heritage, arts, and sport and recreation. However, this funding is rarely coordinated across government sectors or specifically targeted at addressing the needs of the visitor economy. As a result, investment rarely meets the needs of priority destination supply chains. It therefore fails to maximize the return on public or private sector investment.

It is suggested to develop a project of gastronomic tourism in Ukraine and to reinstate a concern for good traditional regional food. This slow food movement, known as gastronomic tours, spread rapidly through Europe and can be introduced to Ukraine for organizing tastings, themed dinners and visits, collecting and disseminating information about food and drinks. These attractions can be promoted prominently in tourism campaigns, whether informally or in the form of package tours. A degustation (tasting) may become a widely recognized element in any tour of Ukraine and give opportunities for tourists to sample and purchase products.

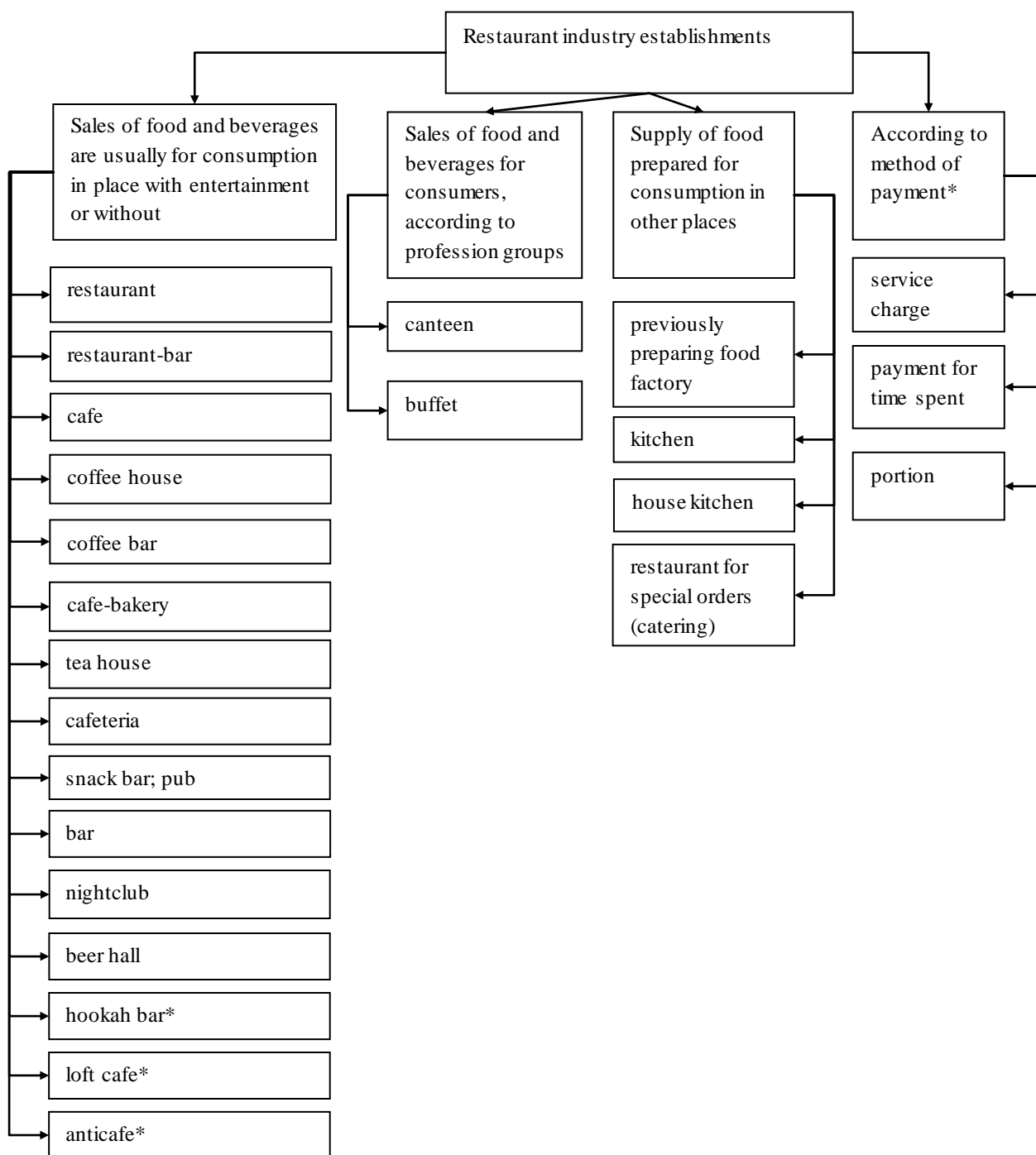


Figure 2. Classification of restaurant facilities (developed on the basis of DSTU [9, 10])

### Conclusion

The availability of infrastructure, designed for tourism is not enough. It must be seen in a broad sense, the basic elements of infrastructure have to perform not only exceptionally recreational function, but also serve as a leading factor in improving the entire social and economic life. This should be a public infrastructure that meets international standards and is aimed at all residents of Ukraine and its guests.

It is impossible to develop tourism without tourism communication, system of catering, organization of cultural and entertainment services. The problem of infrastructure improvement in Ukraine can be solved only through development of large funds and investments, including the central and local authorities, and solution is possible in the context of practical action for economic recovery of the country.

A coordinated, whole-of-government approach to destination development will ensure money is spent on strategic priorities which deliver the greatest return on

investment, maximize the contribution to the visitor economy, and sustain and create employment opportunities.

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## РАЗВИТИЕ ТУРИСТИЧЕСКОЙ ИНФРАСТРУКТУРЫ В УКРАИНЕ

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*В статье раскрыты тенденции развития инфраструктуры туризма, определены и проанализированы основные элементы инфраструктуры и их влияние на развитие туристической индустрии. Определены приоритетные направления государственной поддержки развития туристической инфраструктуры в Украине.*

**Ключевые слова:** инфраструктура туризма, услуги общественного питания, ресторанное хозяйство в Украине, элементы туристической инфраструктуры.

## РОЗВИТОК ТУРИСТИЧНОЇ ІНФРАСТРУКТУРИ В УКРАЇНІ

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*У статті розкрито тенденції розвитку інфраструктури туризму, визначено та проаналізовано основні елементи інфраструктури та їх вплив на розвиток туристичної індустрії. Визначені пріоритетні напрямки державної підтримки розвитку туристичної інфраструктури в Україні.*

**Ключові слова:** інфраструктура туризму, послуги громадського харчування, ресторанне господарство в Україні, елементи туристичної інфраструктури.