

STATE SUPPORT OF THE DEVELOPMENT OF THE
TOURIST-RECREATIONAL COMPLEX OF THE REGION

Annotation

The directions of the state support of the development of the tourist-recreational complex of region are considered in the article.

Keywords: state support, public policy, tourism and recreational complex, region.
Анотація

У статті розглянуто напрямки державної підтримки розвитку туристсько-рекреаційного комплексу регіону.

Ключові слова: державна підтримка, державна політика, туристсько-рекреаційний комплекс, регіон.

Аннотация

В статье рассмотрены направления государственной поддержки развития туристско-рекреационного комплекса региона.

Ключевые слова: государственная поддержка, государственная политика, туристско-рекреационный комплекс, регион.

Introduction

The current state of the economic development had formulated a number of conditions that lead to the need to find and implement new directions in the development of the state management of the tourism and recreational complex of the region. The development of the tourist and recreational complex, which is resulting the multidisciplinary and close factorial interdependence with other subsystems of the economy, initiates the implementation of the state policy in the field of regional recreational complex, taking into account local features and functions.

State support of the development of the tourist and recreational complex as the territorial system involves the search, application and adaptation of it into the specific economic conditions of the economic system of the region, innovative tools and techniques in improving the management decision making processes. Given the high degree of the structural complexity and diversity of the components and subsystems of the tourist and recreational complex as the object of the regional governance in the existing conditions of uncertainty and instability of internal and external environment, there is the need to use the reserves and provisions being laid down in current directions of the governmental management of the tourist and recreational complex.

Statement of research objectives

The purpose of the article is to consider the directions for the development of the state policy in the sphere of tourist and recreational complex of the region.

Results

In the recent years in our country the application of the functional approach towards the use of the natural resources and the principles of the sustainable development of the nature users, which foresee the provision of the ultimate formation of the integrated system of management in practical use as well as the preservation and restoration of the natural resources had gained the wide popularity. The main priorities of the state policy had been determined, including: the development of the environmental legislation, the improvement of the state governance in the field of environmental issues as well as the economic mechanism of the nature use, the creation of the effective system of control and monitoring of the environment, the formation of the state policy in regards to the development of the tourist and recreational complex.

The basis for the process of regionalization of reforms in Ukraine is the recognition of the objective primacy of the regional conditions and concerns within the industry, identifying the specific interests of the state and regions with the aim of determining the ways of achieving the consent

of those interests. This is particularly important in such states as Ukraine with its significant internal regional differences that may affect the expression of certain principles of the market economy and the possibility of inter-regional cooperation in placing production and the formation of the regional markets. Therefore there is the need for the development of tourist and recreational complex of the region and consideration of the market relations in their regional forms, which is essential for the formation of the basics of the regional markets of various sizes [1, p. 35].

The structure of the economy of the regions of Ukraine in the conditions of the transition towards the market relations tests the actions, which are typical for most of the regional industrial structures of the countries. In the first stage of the economic reforms the most powerful result of the macroeconomic influence became the deformation of the structures of the regions due to the significant changes in the structure of the final demand. The particular importance in these conditions has the restructuring of the economy of the regions, which primary goal is the removal of the contradictions between the market demands and the constant proportions of the regional play. One of the conditions for the transition into the socially oriented market economy is the development of the non-production areas as the socially significant subjects of the economic relations. Therefore, in order to overcome the structural deformation of the regional economy and restore the natural regime of the reproductive process formed, the regions need to diversify the economic activities by means of development of services.

The tourist and recreation complex is one of the most important sectors of the non-production areas of the existence of the modern society – its social infrastructure, and tourism to be more precise has the considerable potential as the tool for further economic development.

Today, tourism is the sector of the world economy, which is the most dynamically developing one. Tourism is also one of the most profitable businesses in the world after the export of oil and cars. The tourist activity of individual countries and regions in the world market of recreational services is largely determined by the radical change in consumer demand. At the turn of 1980-90's the weakening of the interest to the mass standardized touristic tours and the increase of the awareness of the customers and their critical attitude towards the tourist product provided

by the tour operators according to the criterion of price / quality had been observed. Under the influence of the structure of the tourism demand, which is very complicated, nowadays there the growing fraction of segmentation and diversification of the tourist offers in the world tourism market is being addressed and specialized [5, p. 99]. In this regard the effective state governance of the tourism and recreation branch nowadays becomes the priority for the government of Ukraine. Especially in the areas that have traditionally specialized in tourism.

Any of the existing recreational facilities has its own history, stage of development, structure, internal organization, specialization in certain types of tourism and recreation areas, its advantages and disadvantages.

In the process of tourist and recreational development of the territory the creation of the tourist and recreational complex is inevitable and objectively necessary, because the existence of the tourist and recreational complex is serving as the higher degree of the evolution of this segment of economy. The development and creation of the tourist and recreational complex is the stage of transition from the «focal» tourist and recreational facilities to their complex and purposeful construction.

As the rule, two groups of conditions for the formation of the tourist and recreational complex – natural and socio-economic are distinguished. The nature ones often underlie the formation of the tourist and recreational complex. They also, in most the cases, determine the specialization of tourist-recreation complex. For example, the presence of the mineral springs and therapeutic mud leads to the opening of spa resorts, scenic combination of mountains, easy gentle slopes, forests – the organization of tourist complexes, ski centers.

Today, based on the experience of Ukrainian regions and other countries, there are two main ways of creating recreational facilities. The former layout of recreational and tourist facilities serves as the basis of the first path. This way the regions follow because that is historically how the tourist and recreational facilities had always functioned. The primary objectives for these regions are: rehabilitation, reconstruction and development of the existing facilities.

The important role in enhancing the competitiveness of the country and its regions in the sphere of tourism plays the national tourist policy, which aims to promote the development of the national

tourism product and infrastructure. The main tasks of the state in the development of the recreational resources of the region are:

- changing of the recreational features of the territory from therapeutic to the entertaining one;
- accelerating the rate for the development of the private «unorganized» objects of the sector (mini-hotels, apartments, etc.);
- the predominance of the unorganized tourists in the general flow of tourists;
- the increase in the share of domestic tourists;
- the growth of differentiation of the entry flows according to the criteria of motivation, age, and purchase ability;
- the increased demand for the specialized forms of tourism services;
- the availability of the spare space for building up the tourist infrastructure under the condition of virtually completed process of distribution of land holdings;
- the deterioration of the competitive environment in the tourism business branch.

Thus, increasing the effectiveness of the state support for tourist and recreational complex of the region should enhance its role at the national and regional level that may affect the regional sectoral specialization. The organization of the tourist and recreational activity requires serious centralized intervention from the side of the government into the economic mechanism aimed at the development of regional tourism and recreational complex. This finds its confirmation in the needs for such social and economic processes that are accompanied by:

- the support of the living conditions of recreational enterprises on the basis of the legal implementation of economic decisions;
- carrying out the stabilization measures (the adjustment of the tempos of economic development of sectors of tourism and recreation complex, the encouragement of progressive changes in the regional structure of tourism and recreational complex);
- the implementation of the socially-oriented redistribution of resources (such as the provision of the recreational services to the people with low income) [6].

This requires the provision of the tourist and recreational production with the analytical, indicative, software and other justifications, primarily through the improvement of proportions and using the balanced structure of the recreational

services and their relocation. Improving the management of the tourist and recreational complex in the region, the coordination of the organizational and economic functions of tourism and recreation industry and applying the economic management into practice allows solving a series of interrelated tasks. These include the provision of the population of the region with the quality recreational services provided in the required nomenclature; receiving the profit as the main internal source of finance in companies, providing the positive effects from the functioning of the tourism and recreation industry and its infrastructure, which reflects in the increase of the capacity of the regional economy.

Conclusions

The differences in the economic, natural, geographic, socio-demographic, political and other conditions of the development of the regions of Ukraine require the implementation of reforms in the tourism branch and underline the need for the flexible state policy which would take into account the peculiarities of each region.

The concept of the touristic and recreational complex is not only the geographical, but also economical and managerial term. It is important to note the functioning of the tourist and recreational complex depends not only on the internal components of the region, but also on factors that are not formally included into the competence of the region. These measures include the state support in the field of tourism and recreational complex by the means of applying the general world trends and factors of its development, such as for instance the prevention of natural disasters, etc.

As for the factors of the region itself, the formation of the tourist-recreation complex is based on the available resources, creating the structure of objectives and the specialization area. The important role in the formation of the tourist-recreation complex plays state support in the form of defined policy, which has the primary objective – to coordinate the system of operation and development of the tourist and recreational complex in the region. The specialization of the region on one particular direction of the tourism activity is determined by the existent resources of this region and directly affects the formulation of the goals and objectives for further development of the tourist and recreational complex.

Thus, tourist and recreational complex of the region is the complex multifunctional system, which is defined by the interior features and facilities of the region, as well as external factors

of the development that are independent from the circumstances of the area. The main purpose for the existence and development of the regional tourism and recreational complex is the formation and implementation of the tourism product aimed at the spiritual and physical renewal and improvement of people. The main participants of tourist and recreational complex act not only as

businesses and industries that directly serve the tourists, but also as a number of related and allied industries and public authorities, where the tourist and recreational complex gets its resources and potential, which leads to the specialization of the tourist and recreational complex and helps to develop its potential.

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