

calculation of selected parameters in real (basic) prices; calculation of real per capita indicator; calculation of integrated performance indicators for each component of the economic structure of the region (country); determining the mean integral index by year; calculation of integrated key indicators of region and their comparison; analysis of economic indicators for the region's economy in absolute, relative performance, dynamics and comparison; integrated performance analysis for each component of the regional economy; analysis of the general (main) integral index of economic efficiency of the region; general conclusions. It has been proved that the structure of the economy can be considered effective if there is integrated economic development of the region, that is not only growing GDP, but also improved performance of all aspects of the economy structure of the region.

**Keywords:** economy of the region; economic structure of the region; the effectiveness of the economic structure of the region; effectiveness analysis of the economic structure of the region.

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**Papp Vasyl' Vasyl'ovych**

*Doctor of Economics, Assoc.prof, Acting pro-rector for research and academic affairs,  
Mukachevo State University*

## **WAYS OF THE TOURISM POTENTIAL ACTIVATION IN THE REGION (TRANSCARPATHIAN REGION)**

*The aim of the article is to justify priority of tourism development in regions of Ukraine, including the Transcarpathian region as an important source of social and economic growth and factor of the international image increase of the country. To achieve the objectives, the following general scientific methods have been used: analysis and synthesis; structural and logical; statistics and economic-mathematical. The systemic obstacles to the use of tourism potential of Ukraine's regions, including the Transcarpathian region have been outlined. Factors, mechanisms and ways to increase efficiency of the tourism potential of the regions of Ukraine have been justified. The measures aimed at improving the strategic programming, improving the financial security of tourism and recreational areas have been suggested, economic incentives for the development of tourism and recreation and creating an attractive investment environment for infrastructure and investment projects in tourism and recreation of regions in Ukraine have been outlined. Scientific novelty of the results is to systematize the factors that influence the development of tourism in the region, including: incentives, which are divided into external (demographic, social, economic, government regulation, technological, intensive development of the European integration processes) and internal, which are subdivided into extensive (increase in number of employees, increase of material resources, construction of new facilities) and intensive (staff training, development of professional qualification structure, technical improvement of material resources) and constraints (political and financial instability, unemployment, negative environmental situation, criminal situation, negative trends in the market of tourist services). The practical significance of the results is the theoretical and practical bases of formation mechanisms and development strategy of tourism in the region. It has been determined that the main tasks which will ensure sustainable development are: ensuring the balance of economic, environmental and social factors of development; balance of the tourists and the local population interests; equitable distribution of income from tourism between all members of the local community, including all segments of the population. Further research of rural green tourism in Transcarpathian region and its impact on the region's economy is promising.*

**Keywords:** tourism, recreation, potential, region, strategy, social and economic development, infrastructure.

### **INTRODUCTION**

Activation of tourism has caused lively interest in the measurement of the impact of tourism on economic development of countries and regions. The rapid growth in revenues from tourism attracts investors in the sphere of production of regional tourism product. Currently, tourism is one of the high-yielding sectors of the world economy, the fastest growing and stands among the most important factors of social and cultural development, maintaining the level and quality of life. The range of tourism functions can be used as an effective tool to stimulate social and

economic growth at the macro and meso levels of management.

Functions of tourism occur first of all in areas of specific regions and the possibility of its development are determined by the regions. Therefore, consideration of tourism as an instrument for social and economic development is especially important from the standpoint of a regional approach.

**Analysis of recent research and publications.** The contribution of tourism to the social and economic development, its importance to the global economy,

including current global trends have been considered in the studies of many national scholars, among them are: M. Bondarenko, V. Vasylyev, O. Vuytsyk, N. Hostyeva, Yu. Zin'ko, M. Kostytsya, O. Kravchenko, A. Mel'nyk, M. Rutyns'kyi, V. Smal', V. Sukhodub, I. Temnyk and others. However, many aspects of tourism require attention, especially for complex analysis of the impact of tourism businesses on the competitive position of Ukraine and its regions.

At present the conceptual basis for the formation of tourist regions are contradictory, strategic development methodology of tourist regions is not enough developed, some features of these regions during the formation of long-term programs of development are not fully considered. It does not allow to implement in practice a focused planning for tourism development in some areas. In this regard, outlining the problems of tourist regions, the development of theoretical and methodological framework for the formation of their development strategy, based on the specific characteristics of their operation is an important and urgent task today.

**The aim of the article (problem).** The aim of the study is to justify priority of tourism development of regions in Ukraine, including the Transcarpathian region as an important source of social and economic growth and increase factor of the international image of the country.

## RESEARCH RESULTS

The growing role of tourism in social and economic conditions of the regions operation requires solving a number of specific tasks, the priorities are: evaluation of resource availability and tourism opportunities in the region, identifying of unique objects of tourist interest, determining of the ways of the resource base development to achieve the desired social and economic results etc. i.e. tasks related to the management of tourism resources.

Accordingly, development of tourism resources is one of the most pressing problems of regional tourism management strategy. This strategy should be based on terminology that captures the essence and character of the tourism resources structure, their relationship with the results of tourism development; and the results of empirical studies that reflect the level of tourism resources impact on the development of tourism in the region [3].

Currently, tourism industry is estimated in three main areas: assessment of the economic impact, social impact assessment and interaction of tourists and the local population, and assessment of environmental impact of tourism. The first direction is the most researched, although the social and environmental impact of tourism on the sustainable development of tourism areas is also very important.

According to latest reports released by UNWTO International Tourism Barometer, revenues of tourist centers of the world made of international visitors expenditure on accommodation and catering, entertainment, shopping and other services and products in 2013 reached approximately 1.159 trillion USD. Taking into account the changes in the exchange rate and inflation the growth reached about 5% [2].

If ranking of regions is conducted on the distribution

of income, it can be concluded that Europe accounts for 42% of all revenues from international tourism, Asia-Pacific - 31%, Region of the Americas is the third, it corresponds to a 20% share, analysts give the last position to Middle East - 4% of total revenue and Africa - 3%.

The following factors substantiate these results: the most significant increase in the amount of 35 billion USD from tourist services in 2013 was in Europe, revenue rose to 489 billion USD. Asia Pacific increased its rates by 30 billion USD up to 359 bln USD. Increased revenues of the United States totaled 16 billion USD (229 billion USD). Revenues from tourism in Middle East are estimated at 47 billion USD, the corresponding indicators of Africa are considerably less - 34 billion USD [5].

Significant positive dynamics of these regions can be explained by a professional systematic approach to the management of the state tourism industry by scientists, economists, analysts and business elite. As for Ukraine, the network of tourist activity of Ukraine in 2013 – the number of legal entities and individual entrepreneurs - was 5692 units, which is 6.5% more than in 2012. The most numerous category of the network structure according to types of tourist activity was represented by travel agents - 75% of the subjects, the smallest category - subjects engaged in sightseeing activities - 8.4%. Entities which carried on business as tour operators accounted for 33.1% of all entities that provide tourism services. Income from tourism decreased compared to the previous year by 2.4% and was 6.4967 billion USD. [5].

The number of tourists - citizens of Ukraine, who were served by tourist firms increased compared to the year 2012 by 18%, the number of foreign tourists fell by 14% and was 3.2 million people and 232 thousand people respectively. For the vast majority of tourists (86%) leisure and recreation were the main purpose of the trip.

In Ukraine, this area is not given special attention by the state, its priority is much lower than in other developed countries - leaders in the tourism business. But it has enormous natural, diverse ethnographic and historical potential. Resort and recreational areas occupy about 17% of the territory. Archaeological sites and nature reserves are very attractive.

It is advisable to consider the structure of tourist flows, which include national tourists, citizens of Ukraine who traveled out of the country as tourists and foreign tourists (Fig. 1).

At the beginning of the period under study foreign tourists were a larger share of tourists and this picture has acquired mirroring in recent years, - Ukrainian tourists who choose to rest in other countries comprise the bulk of tourist flows. In recent years, the state of the tourism industry has changed, economic and political indicators of stability have changed, including indicators of personal income, which in turn affected the level of tourism activity.

Against the background of growing outbound tourism, the share of national tourists has changed, they are more likely to choose unorganized form of tourism.

If we consider the preferences of Ukrainian tourists according to their travel site selection, it can be concluded that Austria, Belarus, Bulgaria, Czech Republic, Greece, Israel, Poland, Romania, Russian Federation, United Arab

Emirates, Turkey and Egypt are of greatest demand. Since 2012 the number of tourists who travel to other countries decreased significantly. The following countries experienced larger changes to the recession: China, Croatia, France, Germany, Hungary and Italy. Countries of Asia, the Middle East and the CIS are almost of no interest

[1].

The analysis shows that in 2013 Ukraine lost about 60% of foreign tourists. That means that budget revenues from this particular tourist activity are very small. Also, these changes cause the reduction of labor employment, which in resort areas is steadily seasonal.



Fig. 1. Structure of tourist flows in Ukraine [5]

In addition to significant economic impact tourism provides social impact on tourism and recreational areas. The problem of the social impact of tourism has several aspects and above all - regional and national. Such studies have special significance when social importance of tourism for the regions of tourist and recreational specialization are studied, where people are experiencing the impact of recreation and tourism not as consumers but as hosts. The Transcarpathian region is particularly such region.

In 2013, 82 subjects of tourism were in the

Transcarpathian region, including 41 entities and 41 individual entrepreneurs. According to type of tourism, they are divided as follows: 19 subjects were Tour Operators (organization and provision of tourist product creation, implementation and provision of travel services and mediation to provide specific and related services), 60 subjects were travel agents (intermediary activities aimed at developing the tourism product of tour operators and travel services of other business tourism, as well as mediation to implement specific and related services) and 3 subjects maintained only excursion activity (Table. 1).

Table 1

Subjects of tourism in Ukraine and Western region in 2013. [6]

Area/oblast'	Legal entities					Individual entrepreneurs			
	total	including				total	including		
		tour operators	travel agents	subjects engaged in excursion activities	revenues from tourism thousand UAH		travel agents	subjects engaged in excursion activities	Revenues from travel services thousand UAH
<b>In Ukraine</b>	<b>2859</b>	<b>945</b>	<b>1799</b>	<b>115</b>	<b>6199809,2</b>	<b>2852</b>	<b>2490</b>	<b>362</b>	<b>296987,4</b>
<b>Transcarpathian</b>	41	19	20	2	7984,1	41	40	1	2031,2
<b>Volyn</b>	27	15	10	2	8983,4	58	54	4	4132,4
<b>Ivano-Frankivsk</b>	49	22	23	4	242350,5	63	59	4	1542,7
<b>Lviv</b>	143	62	68	13	219003,8	129	81	48	9704,6
<b>Rivne</b>	36	8	26	2	3317,5	42	42	-	2875,7
<b>Ternopil</b>	27	10	13	4	2846,4	43	42	1	1874,0
<b>Chernivtsi</b>	70	28	41	1	6975,2	51	51	-	3512,3

In 2013 19.9 thousand people officially took advantage of travel services, including 0.5 thousand foreign tourists, 13.0 thousand people were citizens of Ukraine who traveled abroad, 6.4 thousand people were

internal tourists. Compared to 2012, the number of citizens of Ukraine who traveled abroad increased by 9.9%, while the number of foreign tourists and national tourists decreased by 29.7% and 16.2% respectively. The number

of tourists who were given excursions reduced in two-thirds (Fig. 2).

One of the priorities in the planning of tourism and recreation industry is the development of inbound tourism, which in addition to other benefits of the industry (job creation, local infrastructure, formation of revenues, region

advertising), provides additional flow of financial resources to the economy of region through additional spending by foreign tourists who subsequently create a positive multiplier effect on a large number of related industries in the region.

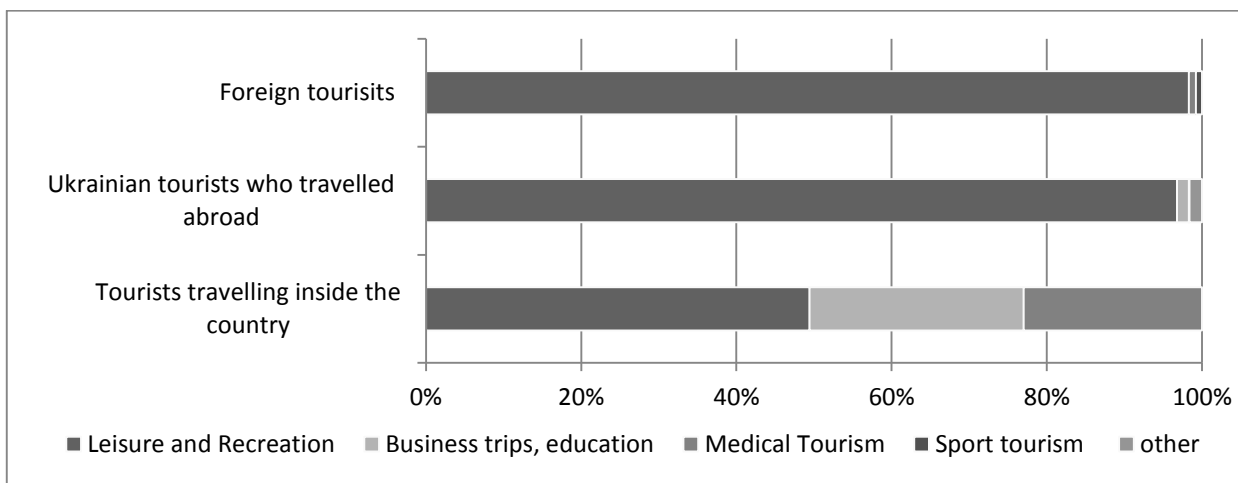


Fig. 2. Distribution of tourists according to the purpose of visiting the Transcarpathian region in 2013,% [6]

Therefore it is necessary to increase the supply of tourist and recreational products with a focus on foreign tourists, taking into account the purpose of their trip by construction (reconstruction) of tourist and recreational facilities that meet Western quality standards, appropriate building of related infrastructure (transport, communications, financial, information), diversification of opportunities of Transcarpathia in national and international markets.

However, when analyzing the performance of foreign (inbound) tourism it should be borne in mind that a large percentage of visitors from neighboring countries are not recorded by official statistics, as they organize their own travel to the Carpathians, visiting relatives and friends, come for a short period (one day) and do not use licensed tour operators and travel agents.

Out of total number of tourists in 2013 97.4% were on business trip, 1.0% - learning, 0.3% - were treated,

1.3%. were involved in other types of tourism. Children and teens accounted for over a third of the total number of tourists - 6.9 thousand.

In total over 2013 subjects of tourist activity area provided 138.6 thousand working days, on the average 7 working days for every tourist. Overall in 2013 travel packages were sold for 45.8 mln UAH [6].

Accommodation facilities occupy an important place in the infrastructure of recreation industry. They are divided into specialized accommodation facilities and hotels or similar accommodation facilities.

The network of specialized accommodation facilities in 2013 included: 18 health centers, 2 children sanatoria, 2 boarding houses with treatment, 3 recreation centers for children open all year-round, 4 health centers, 2 holiday homes, 2 holiday resorts, 23 recreation centers and other recreational facilities (Fig. 3).

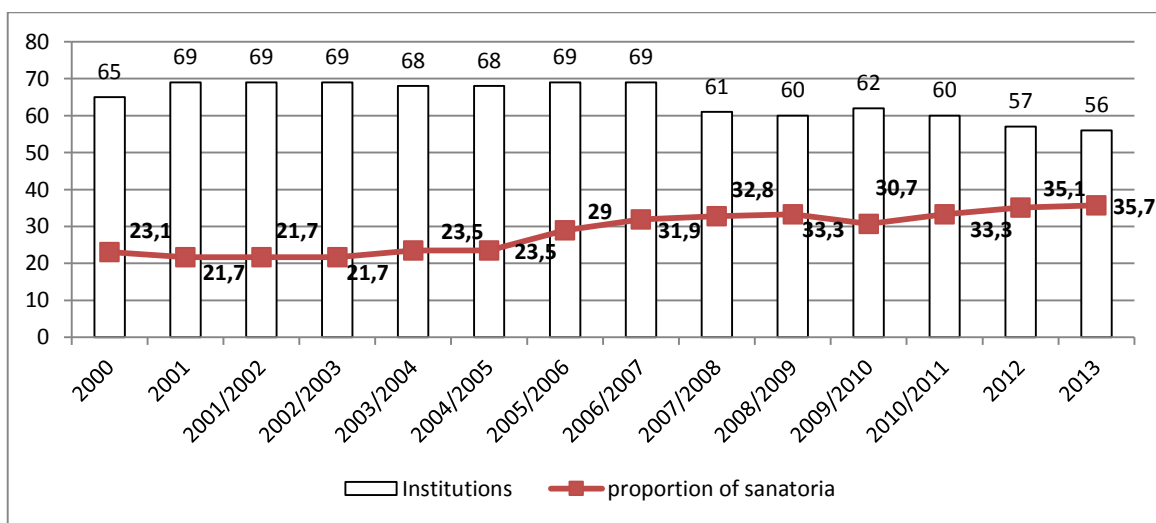


Fig. 3. Dynamics of specialized accommodation facilities in the Transcarpathian region [6]

Most of these facilities are in Tyachevo (26.8%), Svalyava (14.3%), Khust (10.7%), Vynogradovo (8.9%) and Mukachevo (7.1%) regions.

In 2013 73.0 thousand people were accommodated in the existing institutions, which is 3.9% less than in the previous year. According to age structure 64.0 thousand adults and 9.0 thousand children were accommodated. Of the total number 4.0 thousand people are foreigners, 2.4 thousand people are victims of the Chernobyl accident. In general, all holiday-makers spent 1044.5 thousand days in

health clinics. One person spent 14.3 days on average (Fig. 4).

There were 324 entities of restaurant business (cafes, bars, restaurants, canteens, take away) with 16.3 thousand seats at the beginning of 2014. On average, each object in the restaurant business accounted for 50 seats (at 51 the previous year). The basis of restaurant network specialty are cafes, snack bars, buffets, bars, their share in the total number of objects in 2013 was 78.1% compared to 77.3% in 2012.

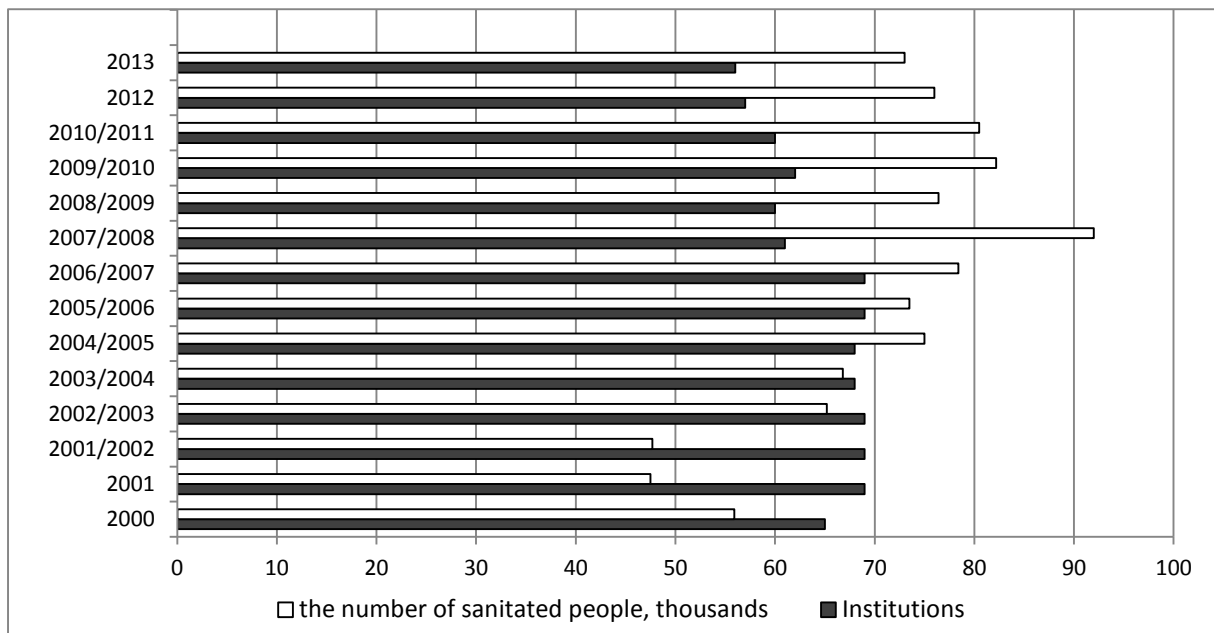


Fig. 4. Dynamics of specialized accommodation facilities and accommodated persons in the Transcarpathian region [6]

The number of objects of restaurant business decreased by 76 units or 19.0% and the number of seats in them - by 4.0 thousand or 19.7% compared to 2012. In 2013 oblast' occupied 27<sup>th</sup> position among the regions of Ukraine for availability of seats in the restaurant business objects for 10 thousand people (Fig. 5).

Among the towns and regions most objects of restaurant business is concentrated in the oblast' center -

62 units (19.1% of the total) and Tyachevo region - 39 units (12.0%) and less - in Chop, respectively 2 and 0.6%.

Turnover of restaurants compared to 2012 decreased in constant prices by 9.5% and amounted 93.8 million UAH. Sale of goods is more than half of the turnover of enterprises engaged in the restaurant business [6].

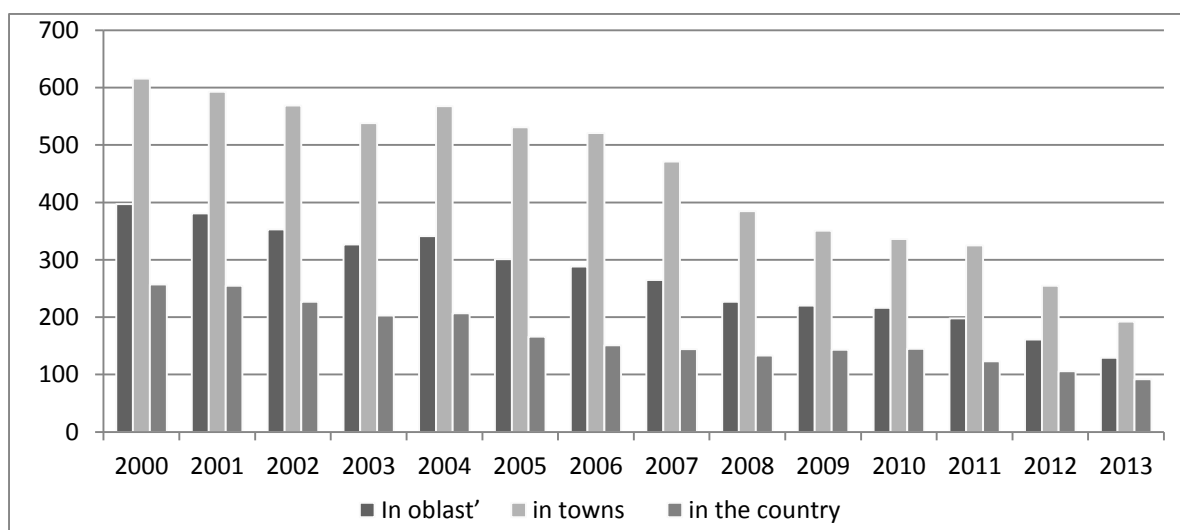


Fig. 5. Supply of seats in the restaurant business objects of Transcarpathian region (10 thousand people, seats) [6]

Share of sales of own production in retail turnover of restaurants in 2013 was 48.3%. The network of small cafes and bars belonging to individuals - entrepreneurs, offering a wide variety of Transcarpathian, Hungarian, Slovak and Romanian cuisine has expanded in recent years.

Tourism, considered as a phenomenon of post-industrial society is one of the booming sectors of the world economy and has huge potential benefits for regions that have tourist and recreational resources. Macroeconomic and social effects of tourism activities are not limited to the actual benefits of tourism organizers, travel agencies and hotels - the so-called core of tourism.

The specific nature of tourism determines its strong stimulating effect on the development of related sectors. And the multiplier effect of tourism manifests itself significantly more than the initial steps of tourism expenditure in the economy of the region. At the same time the successful development of the tourism industry depends on making a clear regional policy in tourism, well-laid-out strategic plans and verified in terms of resources targeted programs for tourism development [4].

Consolidation of the efforts of all executive authorities to create favorable conditions for improving the quality of tourism services to international standards has primary importance in the development of tourism. Tourist attractiveness of the region depends not only on the availability of comfortable accommodation and attractive tourism products. Tourism has high requirements to the level of the overall infrastructure of the region and the consumer culture of the local population: housing and utilities, roads and communications, the quality of public services, trade, preservation of cultural and natural sites, and the terms and security guarantees of tourists stay in the area.

Creating a cluster is the first step in the expansion of tourism in the region, because by creating a network

innovative structures based on the cluster approach, it is possible to achieve dynamic development of the region. As part of networking organizations companies, research and educational institutions, government agencies, financial and other structures are involved in the provision of services in tourism.

Forming the strategy of tourist and recreation development of areas it should be based on the concept of sustainable development, because humanity, as part of nature, can not exist without its resources, which means wise use and conservation of the natural resource base.

## CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH

Sustainable tourism development should be considered as management of all kinds of resources that provides economic, social and aesthetic needs while maintaining cultural integrity, basic ecological processes, biological diversity and life support systems.

Tourism should be developed so as to contribute to the local economy, rational and careful use of natural resources, to benefit local people by providing stable employment, development of local crafts. National and regional public authorities and tourism organizations should be the main stakeholders of sustainable tourism. The state must set limits and conditions for tourism development through control instruments and tax policy.

The basic tasks that will ensure sustainable development are: ensuring the balance of economic, environmental and social factors; balancing the interests of tourists and the local population; equitable distribution of income from tourism between all members of the local community, including all segments of the population.

Rural green tourism in the Transcarpathian region and its impact on the region's economy are promising for further research.

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## Пап Василь Васильович НАПРЯМИ АКТИВІЗАЦІЇ ТУРИСТИЧНО-РЕКРЕАЦІЙНОГО ПОТЕНЦІАЛУ РЕГІОНУ (НА ПРИКЛАДІ ЗАКАРПАТСЬКОЇ ОБЛАСТІ)

*Мета статті полягає в обґрунтуванні пріоритетності розвитку туристичної сфери регіонів України, зокрема Закарпатської області, як важливого джерела соціально-економічного зростання та фактору підвищення міжнародного іміджу країни. Для вирішення поставлених завдань у статті використано такі загальнонаукові методи: аналізу та синтезу; структурно-логічний; статистики та економіко-математичні. У*

статті окреслено системні перешкоди використанню туристичного потенціалу регіонів України, зокрема Закарпатської області. Визначено чинники, обґрунтовано механізми та напрями підвищення ефективності використання туристичного потенціалу регіонів України. Запропоновано заходи, спрямовані на удосконалення стратегічного програмування, покращення фінансового забезпечення розвитку туристично-рекреаційної сфери, окреслено економічні стимули щодо розвитку туризму та рекреації та формування привабливого інвестиційного середовища для реалізації інфраструктурних та інвестиційних проектів у сфері туризму та рекреації регіонів України. Наукова новизна одержаних результатів полягає у систематизації чинників, які впливають на розвиток туризму в регіонах, серед яких: стимулюючі, які поділяються на зовнішні (демографічні; соціальні; економічні; державного регулювання; технологічні; інтенсивний розвиток європейських інтеграційних процесів) та внутрішні, з яких виділяють екстенсивні (зростання чисельності працівників; збільшення обсягів матеріальних ресурсів; будівництво нових об'єктів) та інтенсивні (підвищення кваліфікації персоналу; розвиток професійно-кваліфікаційної структури; технічне удосконалення матеріальної бази), а також стримуючі (політична та фінансова нестабільність; безробіття; негативна екологічна ситуація; криміногенна ситуація; негативні тенденції розвитку ринку туристичних послуг). Практичне значення отриманих результатів полягає у теоретико-методологічному обґрунтуванні механізмів формування та реалізації стратегії розвитку туристичного регіону. Визначено, що серед основних завдань, вирішення яких дозволить забезпечити сталий розвиток, можна виділити: забезпечення рівноваги економічних, екологічних і соціальних чинників розвитку; забезпечення балансу інтересів туристів і місцевого населення; справедливий розподіл доходів від туризму між всіма членами місцевого співтовариства, включаючи всі верстви населення. Перспективним в подальшому є дослідження сільського зеленого туризму в Закарпатській області та його впливу на економіку регіону.

**Ключові слова:** туризм, рекреація, потенціал, регіон, стратегія, соціально-економічний розвиток, інфраструктура.

**Пап Василий Васильевич**

#### **НАПРАВЛЕНИЯ АКТИВИЗАЦИИ ТУРИСТИЧЕСКО-РЕКРЕАЦИОННОГО ПОТЕНЦИАЛА РЕГИОНА (НА ПРИМЕРЕ ЗАКАРПАТСКОЙ ОБЛАСТИ)**

Цель статьи заключается в обосновании приоритетности развития туристической сферы регионов Украины, в частности Закарпатской области, как важного источника социально-экономического роста и фактора повышения международного имиджа страны. Для решения поставленных задач в статье использованы следующие общенаучные методы: анализа и синтеза; структурно-логическую; статистики и экономико-математические. В статье обозначены системные препятствия использованию туристического потенциала регионов Украины, в частности Закарпатской области. Определены факторы, обоснованно механизмы и направления повышения эффективности использования туристического потенциала регионов Украины. Предложены меры, направленные на совершенствование стратегического программирования, улучшение финансового обеспечения развития туристско-рекреационной сферы, определены экономические стимулы по развитию туризма и рекреации и формирования привлекательного инвестиционного среды для реализации инфраструктурных и инвестиционных проектов в сфере туризма и рекреации регионов Украины. Научная новизна исследования заключается в систематизации факторов, влияющих на развитие туризма в регионах, среди которых: стимулирующие, которые делятся на внешние (демографические, социальные; экономические; государственного регулирования, технологические; интенсивное развитие европейских интеграционных процессов) и внутренние, из которых выделяют экстенсивные (рост численности работников, увеличение объемов материальных ресурсов, строительство новых объектов) и интенсивные (повышение квалификации персонала, развитие профессионально-квалификационной структуры; техническое усовершенствование материальной базы), а также сдерживающие (политическая и финансовая нестабильность, безработица негативная экологическая ситуация ; криминальная ситуация; негативные тенденции развития рынка туристических услуг). Практическое значение полученных результатов заключается в теоретико-методологическом обосновании механизмов формирования и реализации стратегии развития туристического региона. Определено, что среди основных задач, решение которых позволит обеспечить устойчивое развитие, можно выделить: обеспечение равновесия экономических, экологических и социальных факторов развития; обеспечение баланса интересов туристов и местного населения; справедливое распределение доходов от туризма между всеми членами местного сообщества, включая все слои населения. Перспективным в дальнейшем является исследование сельского зеленого туризма в Закарпатской области и его влияния на экономику региона.

**Ключевые слова:** туризм, рекреация, потенциал, регион, стратегия, социально-экономическое развитие, инфраструктура.

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