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ASSESSMENT OF THE POTENTIAL OF THE TOURISM INDUSTRY OF UKRAINE ON THE BASIS OF SUSTAINABILITY

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Abstract

It is substantiated that the modern conditions of economic development are characterized by rapid dynamics and unpredictability of changes at the global, national and regional levels. The development of the tourism industry and the resort and recreation sphere of Ukraine and its regions requires research into the existing potential and the implementation of the principles of sustainable balanced development in accordance with the Agenda for the 21st century in the field of travel and tourism industry developed by the World Tourism Organization. The necessity of spreading innovative forms of mutual relations in the form of corporatization, institutionalization and public-private partnership in the context of sustainable development of the tourism industry and the resort and recreation sphere of the regions of Ukraine has been proven. Innovative forms of relationships in the field of balanced regional sustainable development of the tourism and resort-recreational sphere, according to which the mechanisms of functioning of the studied

sphere are improved, can be considered as a source of financing for the development of the studied field and the reproduction of natural resource potential. It has been investigated that the main regularities have been formed in Ukraine regarding the regulation of the regional sustainable development of the tourism industry and the resort and recreation sphere. Analysis of such regularities, methods, factors, tools and principles of their regulation allow predicting ways to improve the functioning of the researched area.

Key words: tourism industry; resort and recreation sphere; regional development; balanced development; strategic orientations; sustainable development.

Problem statement and its relevance. Ukraine is an independent sovereign European state that is actively participating in the competitive struggle at the global level in the field of tourism and recreation development due to the activation of the processes of improving the business climate, developing and expanding the scope of opportunities for entrepreneurship on the basis of cooperation between the government, business and the community. Ukraine is not only the world's granary with significant agricultural potential, but also a country with expanded opportunities and resources for the balanced development of tourism and the resort and recreation sphere. The Government of Ukraine is actively working on the implementation of fundamental reforms aimed at sustainable economic growth. Ukraine has attractive sectors of economic activity for investment: energy, metallurgy, mining, processing, light and food industry, machine building, shipbuilding, transport, logistics and, of course, tourism and recreation. The geographical location of our country in the center of Europe and the considerable area of the territory of 603,500 square meters are particularly attractive. km The growth of Ukraine's investment attractiveness was influenced by national benchmarks for sustainable development: creating equal conditions for all, raising the standard of living, strengthening human potential, responsible consumption and production, protecting ecosystems, transparency and digitalization of public services, etc. The project to create a virtual experimental free economic zone Diia City in Ukraine deserves special attention. Every year, new and existing economic and trade relationships with foreign partners and business communities are established in Ukraine. "Ukraine is already recognized by international investors as a stable and predictable growing investment market with talented human capital and high-quality undervalued assets. In 2020,

Ukraine rose another seven places in the World Bank's "Ease of Doing Business" ranking, to the 64th position out of 190 countries. Ukraine will continue to do everything possible to encourage those who are already successfully working in Ukraine to invest more and will make every effort to become even more attractive and hospitable for future investors!" [1].

Analysis of recent researches and publications. Research on the development of the field of tourism and recreation was considered in the works of V.G. Gerasimenko, T.A. Horodnaya, S.P. Dyadechko, L.P. Kuzyk, K.M. Haustova, and many other Ukrainian and foreign scientists. The statistical analysis of the characteristics of the potential of the tourism industry and the resort and recreation sphere of the countries of the world is carried out by experts and specialists of various tourism development agencies. Most of the works are aimed at analyzing the characteristics of the development of tourism and recreation in individual countries, and their systematization from the standpoint of the effectiveness of using the potential of individual territories to determine the strategic guidelines of regional sustainable development is not sufficiently presented, which determined the relevance of the chosen research topic.

The purpose of the article. The purpose of the research is the formation of strategic guidelines for balanced regional sustainable development of the tourism industry and the resort and recreation sphere.

Presentation of the main research material. The key indicators characterizing our state and the national economy are evidence of potential development opportunities in the tourism and resort-recreation sector [2]: - The largest European country in terms of territory (603,500 sq. km) with a population of 41 million people; - Borders seven countries and is washed by two seas (Black Sea, Sea of Azov); - an important transit corridor for travel and trade between Europe, Asia and the Middle East, 17 free trade agreements with 47 countries (including the DCFTA with the EU); - developed road transport infrastructure, 170,000 km of state roads; - developed infrastructure of railway transport, 22 thousand km of railway tracks; - developed maritime transport infrastructure with a coastline of more than 2,000 km: the Black and Azov Seas are suitable for navigation, as they do not freeze and are connected to the Mediterranean Sea through the Bosphorus Strait, the Sea of Marmara and the Dardanelles Strait; - developed port system: 18 sea ports (13 on the territory of Ukraine and 5 ports on the territory of the ARC), the total capacity of ports and terminals (used at the moment) is 313.3 million tons; - a developed system of passenger air transportation: 19 airports and airfields. (98% of passenger traffic is concentrated

in the 7 largest airports: Boryspil, Kyiv (Zhulyany), Odesa, Lviv, Kharkiv, Zaporizhia and Dnipro); - the fourth-generation mobile radio communication system has been developed, mobile operators are constantly expanding 3G/4G coverage, the Plan of measures to improve the quality of mobile communication services for 2020-2022 has been approved.

The balanced functioning of the tourism industry and the resort and recreation sphere of the region is based on three imperatives: economic, social, and ecological. The economic imperative reflects the level of development and economic potential of the region's tourism and recreation sphere. Social - restoring and ensuring the development of the vital forces of each individual person and the community as a whole. The ecological imperative reflects the current state of the environment, greening and compliance with environmental standards of tourist and recreational infrastructure facilities. In the context of characterizing the potential of the tourism industry and the resort and recreation sphere of the regions of Ukraine and in accordance with the specified imperatives of balanced functioning, it is possible to outline and classify the main factors or prerequisites for the development of this industry. At the level of a region or a separate territory, the following factors should be considered: 1) available resources of the tourism and resort and recreation sphere; 2) the needs of the tourism industry and the resort and recreation sector; 3) socio-economic capabilities of a separate territory. In addition, the factors or preconditions of the regional development of the tourism and resort-recreation sphere can be classified according to variability (unchangeable-static and variable-dynamic) and territorial limitation (endogenous, exogenous). The World Tourism Organization (World Tourism Organization, UNWTO) interprets the resource base of the tourism and resort-recreation sector as resources that "...characterize the offer of a tourist product (natural and energy resources; institutional, political, legal and administrative aspects; various goods and services, transport and equipment that make up the specificity of tourism infrastructure) and its demand (human factor, economic and financial activity, social aspects)" [4].

The available resource base, actual needs and socio-economic opportunities are characteristics of the potential of the tourism industry and the resort and recreation sphere of the region. The resource base of the tourism and resort-recreation sector can be divided into natural-climatic, cultural-historical and socio-ecological-economic resources. Ukraine has significant strategic advantages in the context of the development of the tourism industry and the resort and recreation sphere. Such advantages include the natural and geographical characteristics of our

state and human potential, which can be considered as a basis for economic development. Ukraine belongs to the group of European countries with the largest indicators of territory area and number of inhabitants, but our country is classified as one of the poorest countries in Europe. Despite the 56th place in the world ranking of countries in terms of GDP, Ukraine ranks 119th in terms of GDP per capita. According to the results of expert evaluations, our state ineptly uses the natural, geographical and human potential [6]. Gaps in the socio-economic development of Ukraine lead to the loss of human potential due to the outflow of labor force abroad, which also has a negative impact on the development potential of the tourism and resort-recreation sector, as some experts state the fact of personnel hunger. A significant part of Ukrainians who go abroad are highly educated young people who cannot find a decent salary in their home country. "As a result of the activities of labor migrants abroad, countries receive at least 27 billion US dollars in gross added value per year. The demographic crisis will have a negative impact on the economic sphere in the future due to a decrease in the volume of the domestic market and the number of the workforce" [7]. In the National Economic Strategy for the period until 2030, a separate strategic direction "Creative industries and the hospitality industry" is allocated, which provides for the use of tourism potential of Ukraine and the development of the creative economy on the basis of balance [6].

Natural resources and geographical features of the territory are extremely important for the development of the tourism industry and the resort and recreation sphere. To characterize the natural and geographical component of the resource base for the balanced development of the potential of the tourism industry and the resort and recreation sphere of the regions of Ukraine, it is possible to use the indicators of the total area of the territory, including the area covered by forest vegetation, the volumes of surface runoff, underground runoff, and specific average resources of river runoff (Table 1). The forests of Ukraine occupy a leading position among landscape resources and represent an important forest healing resource that has a rather uneven distribution.

Table 1

Natural and geographical characteristics of the resource base of the balanced sustainable development of the potential of the tourism industry and the resort and recreation sphere of the regions of Ukraine

| Regions | Area of the territory | | Area covered with forest vegetation forest areas | | PowerHen E yelash Stick km ³ | Undergro und runoff km ³ | Specific average local river flow resources, thousand m ³ | |
|-----------------------------------|-------------------------|---------------------------|--|------------------------------------|--|--|--|----------------|
| | Yew. km ² | Pito Ma weight % | Yew. hect are | Forest cover (%) ofland area | | | Per 1 km 2 | by 1 Person |
| Ukraine | 603,6 | 100 | 9573,9 | 16,5 | 39,4 | 13,0 | 86,8 | 1,04 |
| ARC | 26081 | 4,32 | 278,7 | 11,7 | 0,57 | 0,34 | 33.7 | 0.36 |
| Vinnytsia Oblast | 26513 | 4,39 | 346,5 | 13,3 | 2.20 | 0.25 | 93.2 | 1.34 |
| Volyn Oblast | 20144 | 3,34 | 624,6 | 31,7 | 1.58 | 0.60 | 107.9 | 2.04 |
| Dnepropetrovsk For example, in | 31974 | 5,30 | 179,2 | 5,9 | 0.71 | 0.16 | 27.3 | 0.23 |
| Donetsk | 26517 | 4,39 | 184,1 | 7,1 | 1.01 | 0.24 | 38.5 | 0.20 |
| Zhytomyr Oblast | 29832 | 4,94 | 1001,6 | 34,1 | 2.50 | 0.67 | 105.4 | 2.17 |
| Zakarpattia Oblast | 12777 | 2,12 | 656,7 | 52,2 | 6.39 | 1.53 | 618.7 | 6.13 |
| Zaporizhia Oblast | 27180 | 4,50 | 101,0 | 4,0 | 0.48 | 0.15 | 22.8 | 0.30 |
| Ivano-Frankivsk Oblast | 13928 | 2,31 | 571,0 | 41,7 | 3.33 | 1.26 | 330.2 | 3.14 |
| Kyiv City | 28131 | 4,66 | 624,1 | 23,7 | 1.45 | 0.59 | 70.6 | 0.45 |
| Kirovohrad Oblast | 24588 | 4,07 | 164,5 | 6,9 | 0.80 | 0.15 | 11.0 | 0.22 |
| Lugansk Oblast | 26684 | 4,42 | 292,4 | 11,1 | 1.21 | 0.25 | 54.7 | 0.54 |
| Lviv | 26081 | 3,62 | 621,2 | 29,0 | 3.27 | 1.65 | 225.7 | 1.80 |
| Mykolaiv Oblast | 24598 | 4,08 | 98,2 | 4,2 | 0.52 | 0.06 | 23.2 | 0.43 |
| Odessa | 33310 | 5,52 | 203,9 | 6,5 | 0.27 | 0.08 | 10.5 | 0.14 |
| Poltava | 28748 | 4,76 | 247,4 | 9,1 | 1.44 | 0.50 | 67.4 | 1.14 |
| Rivne Oblast | 20047 | 3,32 | 729,3 | 37,2 | 1.56 | 0.77 | 115.9 | 1.96 |
| Sumska | 23834 | 3,95 | 425,0 | 18,1 | 1.79 | 0.66 | 102.9 | 1.88 |
| Ternopil Oblast | 13823 | 2,29 | 183,2 | 13,4 | 1.01 | 0.80 | 131.2 | 1.55 |
| Kharkiv Oblast | 3 415 | 5,20 | 378,3 | 12,3 | 1.28 | 0.38 | 52.9 | 0.55 |
| Kherson | 28461 | 4,71 | 116,3 | 4,8 | 0.11 | 0.04 | 4.9 | 0.11 |
| Khmelnyskyi Oblast | 20645 | 3,42 | 265,1 | 13,1 | 1.58 | 0.56 | 103.9 | 1.44 |
| Cherkasy Oblast | 20900 | 3,46 | 315,1 | 16,1 | 0.72 | 0.29 | 48.3 | 0.68 |
| Chernivtsi Oblast | 8097 | 1,34 | 236,7 | 29,9 | 0.93 | 0.30 | 151.8 | 1.31 |
| Chernihiv oblast | 31865 | 5,28 | 665,7 | 21,3 | 2.73 | 0.78 | 108.2 | 2.61 |
| m. Kyiv | 839 | 0,14 | 31,3 | 40,7 | - | - | - | - |
| Sevastopol | 864 | 0,14 | 32,8 | 38,4 | - | - | - | - |

Source: based on data [3]

The largest part of the forests is located in the South-western regions. Ukraine is about 10 million hectares, most of which can be used to provide the resort and recreation sphere and the tourism industry, because the increase in the level of forest cover in Ukraine is considered as an important characteristic of the tourist and recreational exploitation of forests [4]. Territories covered with forest vegetation are favorable for the development of tourist and recreational activities (hiking and ski tourism, equestrian sports, tourist hunting, sports and recreational orientation, phytomedicine, collection of berries, medicinal plants and mushrooms, etc.). The regional breakdown of areas covered by forest vegetation makes it possible to determine the regions of Ukraine with the highest potential for tourism and recreational exploitation of forests, which include: Zhytomyr, Rivne, Chernihiv, Zakarpattia, and Volyn regions.

Of particular interest for the balanced development of the tourism and resort-recreation sphere is the Transcarpathian region (Table 2), which is territorially located in the center of Europe and borders four European countries: Poland, Slovakia, Hungary and Romania. In the central part of the region, there is a chain of Polony Mountains with flat peaks - polonins (these are polonins: Rivna, Krasna, Borzhava, Svidovets, etc.), which additionally strengthens the potential of the region's tourism and recreational exploitation. Transcarpathia is home to the highest mountain of the Ukrainian Carpathians – Hoverla (2,061 m above sea level), which is a tourist attraction for Ukrainian and foreign tourists [5].

The territory of Ukraine is rich in water resources. "More than 63,000 rivers and streams with a total length of more than 200,000 km flow through the territory of Ukraine. Most of them (about 60,000) are small rivers whose length does not exceed 10 km. There are more than 3,000 rivers with a length of 10 km in Ukraine. The Danube, Tisza, Dnipro, Pripyat, Desna, Dniester, Siversky Donets, Southern Bug, Western Bug belong to the large rivers" [2]. For the regions of Ukraine, the level of surface and underground runoff form the potential of tourism and recreational exploitation of water resources. The top 5 regions of Ukraine in terms of the potential for tourism and recreational exploitation of surface runoff include: Zakarpattia, Ivano-Frankivsk, Lviv, Chernihiv and Zhytomyr regions.

Table 2

The main characteristics of the socio-economic development of the Zakarpattia region

| | | | |
|---|--|---|--|
| Territory, thousand sq. km Kv. Km | 12,8 | Location: western part of Ukraine | |
| Population, mln. Persons | 1,2569 | including (%): | 37 |
| | | - Urban Rural | 63 |
| Its administrative center is Uzhhorod | | cities of regional subordination - Mukachevo, Khust, Berehove, Chop | |
| Main industries: | Food and processing of agricultural products, mechanical engineering, production from wood and wood products, light industry, production of electricity, heat, gas and water | Volume of industrial production, bln. UA H. | 9,941 |
| The main branches of agriculture are: | Crop production, animal husbandry | Volume of agricultural production: thousand tons tons of milk, yew. tons of meat, mln. pieces of eggs yew. kg of cereals and legumes, thous. c potatoes yew. c vegetables in the open field | 410,0 86,5 337,5 3250,0 6149,0 2890,0 |
| Highways | Paved roads , thousand km Km. | | 3,3 |
| | Public railways , thousand tons Km. | | 0,610 |
| The main water bodies are: Tysa River, Uzh River, Latorytsia River, Tereblya River, Rika River, Borzhava River, Lake Tysa River. Synevyr In total , there are 62 deposits of mineral waters, 30 types and 400 types of waters on the territory of the region . | | | |
| Zakarpattia Oblast is the most forested region in Ukraine has wood reserves estimated at almost 211.3 million m ³ . | | | |
| Availability of nature reserve fund – 177.5 thousand ha | | | |
| Main enterprises - sources of anthropogenic impact on the environment: main gas pipelines UMG "Prykarpatttransgaz", OJSC "Zakarpattgaz", KP VUVKG of Uzhhorod, LLC "Zakarpattpolimetal", OJSC "Perechynsky Forest Chemical Plant" | | | |

Source: based on data [3]

The Transcarpathian region, which is of particular interest for research into the balanced development of the tourism and resort-recreational sphere, leads the ranking of regions of Ukraine in terms of the potential for tourism-recreational exploitation of surface runoff. "The water resources of the region are formed due to the surface runoff of the rivers of the Tisza river basin, local river runoff formed within the region, transit river runoff formed on the territory of Romania, Hungary and Slovakia, as well as operational underground water reserves. The rivers

of the Zakarpattia region are geographically located and belong to the basin of one of the largest tributaries of the Danube - the Tisza river, which is the main water artery of the region. The total length of the Tisza River is 967 km, of which 262 km are within the borders of Ukraine. All rivers originate in the high mountain part of the Carpathians" [6]. The top 5 regions of Ukraine in terms of the potential of tourist and recreational exploitation of underground drains include: Lviv, Zakarpattia, Ivano-Frankivsk, Ternopil and Chernihiv regions. The water supply of the regions of Ukraine is of great importance for the development of not only agriculture, but also the tourism and recreation sphere, in the context of which the issue of spreading innovative forms of relationships in the form of corporatization, institutionalization, and public-private partnership is actualized.

Conclusions. Innovative forms of relationships in the field of balanced regional development of the tourism industry and the resort and recreation sector can be considered as a source of funding for the development of the researched industry and the reproduction of natural resource potential. In accordance with innovative forms of relations in the sphere of balanced regional development of tourism and resort-recreational activities, the functioning mechanisms of the studied sphere are being improved. Thus, according to the level of the potential of the tourism and resort-recreation sector, Ukraine has every opportunity to become a leading country in the world. And Zakarpattia Oblast is a tourist attraction for Ukrainian and foreign tourists due to the available natural and geographical resource base. The strengthening of European integration processes and international relations will contribute to the promotion of the national tourism and recreation product and integration into the world information and tourism space.

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