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**MEDICO - RECREATIONAL TOURISM AND ITS
MODERN ASPECTS OF DEVELOPMENT**

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The monograph presents the main concepts of the theory and practice of tourism activities in Ukraine opened opportunities for tourism development and prospects of tourism infrastructure and so on. The main factors of the development of resorts, the system of organization of the resort business in Ukraine are revealed.

Particular attention is paid to the functioning of tourism enterprises in the market economy, the essence, pricing, formation and promotion of tourist product.

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LIST OF ABBREVIATIONS

VU - levers;

CL - ensuring the development and management;

IV - management tools;

MK - international competition;

ISS - an international competitiveness;

MSTP - networking activities to create a tourism product;

MUTRK - control mechanism tourist and recreational cluster;

MTSPRT - marketing target program of tourism development;

OJ - authorities;

OMURPTRK - organizational management mechanism
enterprise development of the tourism cluster;

PTRS - enterprise tourism and recreation;

PUR - professional market participants;

Putra - professional participants of the tourist market;

RP - process resource component of tourism;

RPS - the development of productive forces;

MS - resources members of the tourism cluster;

RTP - tourism market;

GES - strategic zone management;

SKTS - spa and tourism sector;

SMRK - systems marketing and promotional
communications;

SRTP - sustainable tourism and recreation of nature;

STD - subjects of tourist activity;

STKV - strategy cluster cooperation;

SU - subject management;

TMB - theoretical and methodological basis;
TP - tourism product;
TPA - a tourist attraction;
TPT - a tourist attraction area;
TRD - tourist and recreational activities;
TRK - tourist and recreational cluster;
TRP - tourist and recreational business;
TRPT - tourist and recreational potential areas;
TPP - tourist and recreational resources;
TRS - tourism and recreation;
TRSS - territorial recreational system;
TSES - territorial social and economic system;
TTRK - territorial tourist and recreational complex;
C - set goals of tourist activities;
JATP - quality tourism product.

INTRODUCTION

Ukraine occupies a leading position in Europe in terms of availability of valuable natural, historical and cultural resources, able to generate significant interest from domestic and foreign tourists. The complex and mobile nature of modern tourism has created a demand for a safe and comfortable environment for life and health that can provide all the necessary conditions for citizens to exercise their right to rest and freedom of movement. Tourism and recreation are an indispensable attribute of every person's life and an integral part of the economy, which can become a powerful catalyst for the functioning of related industries. The Concept of the State Target Program for the Development of Tourism and Resorts for the period up to 2022 emphasizes the need to create systemic conditions for the development of the tourism and recreation industry for its proper development and balance of inter-branch links. The development of tourism resorts and activities of Ukraine as a whole is characterized by positive dynamics, the growth of quantitative and qualitative parameters of inbound and domestic tourist flow.

However, against the background of increased competition in the international tourism market, global trends to strengthen the role of states in the stable development of tourism, national domestic tourism product becomes less attractive and competitive. As a result, the sphere of tourism and activities of resorts in the state is not able to ensure the full implementation of economic, social and humanitarian functions, does not contribute to the preservation of the environment and cultural heritage, filling budgets of all levels, creating jobs, increasing the proportion of services in GDP structure. Overcoming the existing negative trends,

creating systemic and complex prerequisites for the stable development of tourism should become one of the priority directions of ensuring stable development of the country as a whole and an essential component in addressing issues of improving the quality of life of the population. Problems of development and management of tourism and recreation sphere at the national level were studied by such scholars as I. Pisarevsky, M. Malskoy, A. Boyko, M. Frolov, R. Miroshnik, O. Volodchenko, N. Maksymyuk, T. Tkachenko; at the regional level - I. Zazgarska, O. Muzychenko-Kozlovskaya, M. Rutinsky, O. Stetsyuk, K. Sochka. The general specificity of the regional administration is highlighted in the writings of L. Gorbach, O. Amosov, V. Mamonov, A. Bezuglogo, M. Datsishina, A. Tkach, V. Keretsman, V. Vorotina, E. Kovalenko and others.

However, it should be noted that in the scientific literature, the works of domestic and foreign scientists are insufficiently focused on the need for integrated system development of tourism and recreation, which determines the relevance of the chosen direction of research. Overcoming the existing negative trends, creating systemic and complex prerequisites for the sustainable development of tourism should become one of the priority directions of ensuring sustainable development of the country as a whole and an essential component in addressing issues of improving the quality of life of the population.

CHAPTER 1

THEORETICAL OPERATIONAL PRINCIPLES OF RECREATION AND TOURISM IN THE CONTEXT OF STABLE DEVELOPMENT OF UKRAINE

1.1. Theoretical operational principles of recreation and tourism in the context of stable development

There are different approaches to the interpretation of the nature, relationship and correlation between terms of recreation and tourism. Most scientists consider tourism as a form of recreation, others - as separate spheres.

Recreation concept (from Lat. *recreatio*) is usually interpreted from two perspectives.

First, it means the process of recuperation. Therefore, in the narrow sense of recreation is considered as the process of recovery, restoration forces incurred during various human activities.

Second, it covers a wide variety of human activities in their spare time to restore power and meet a wide range of personal and social needs [1, p. 404; 2, p. 16]; set of phenomena and relationships arising from the use of free time for recreational, cognitive, sporting, cultural and entertainment activities people on specific areas, including the area outside the settlement, which is the place of permanent residence [3, p.5] and also change the type of activity (not working) entertainment, recreation, describing the relevant space.

Thus, the concept of recreation describes not only the process of recuperation rights (with its own point of view) but also measures and the space in which it is (position of the medium) [4, p.102]. Currently, social

development characterized by the growing role of recreation in the recreation of man. V.V. Bezugly believes that recreation is to restore physical, mental and neuropsychiatric powers of man through a range of measures in their free time on specialized areas.

That emphasis on renewable recreation features, which against the backdrop of the current global technological, economic and social transformations takes on new meaning. Today, it affects not only the recovery of the labor force, but also the whole person. Restoration work force includes a set of social relations connected with the main renewable power - man. For every socio-economic system characterized by its only her inherent laws and labor recovery features [5, p. 322].

At the same time a number of contemporary authors consider Recreation (from the Latin. *Recreatio* - recovery) as compensatory restoration man spent in the work force, and the creation of a specific reserve for the conservation and increasing physical and intellectual capacity. In modern economics is no common understanding of the term nature recreation and unambiguous legal definition of the basic concepts related to recreation and leisure. Therefore, there is no clear understanding of concepts such as recreation, tourism, recreation, leisure, entertainment and others. In particular, the law stipulated term tourism, but not defined category of Recreation.

In Ukraine, only two laws form the field of tourism and recreation - "On Tourism" and "On resorts", in the latter period recreation is not used.

In our view, like the meaning of recreation, but to have a certain specificity is tourism, which translated from French means a walk or ride (fr. *Tourism* - travel) that as a result of completed return to the place where started the way. The ancient philosophers believed that journey - a path of a man who walks the way of the good, leading it to perfection and

knowledge of truth. Current understanding of tourism based on its recognition as an important direction of international cooperation based on respect for national culture and interests of each state [6, p. 175]. In the Manila Declaration on World tourism of 10 October 1980 states that the right to rest, vacation, freedom of travel and tourism is a natural and inalienable for every person. It imposes on the State to provide its citizens access to real tourism. Unfortunately, under current conditions, not all of our population is able to realize these rights not only abroad but also within the territory of their homeland [7]. In modern economics are the main approaches to defining the essence of tourism: 1) set of phenomena and relationships arising from the travel and stay of people out of their place of residence, if the residence does not turn into long-term residence or temporary occupation for earning [3, p. 11; 4, p. 40]; 2) In your travel time, travel with cognitive purposes or on vacation, one of the outdoor activities; activities of persons traveling to and staying in places outside their usual environment for a period of 24 hours. one year, for any purpose, without the activities that are paid from sources are placed at the site visit (by definition adopted by the World Tourism Organization); 3) The temporary departure of persons with permanent residence in health, cognitive, professional and business or other purposes not take up paid employment at home [8, 9]. Given the legislative term consolidation tourism, we are in his research builds on its definition under the Law of Ukraine "On Tourism", namely as temporary departure of persons with residence in health, cognitive, professional and business or other purposes not take up paid employment in a place where a person departs " [9]. It should emphasize the need to expand the concept of tourism in its traditional boundaries, due to the growing intensity of modern entry - exit processes of species diversification, globalization, and their display significant impact on the

economy of the world. It can be concluded that the goals of modern tourism are becoming more diverse. In addition to recreational activities and participation in business, academic and cultural activities he carried out with sports, recreational, educational, religious, environmental, cultural, educational, historical, literary, educational and other purposes. In addition, often uses the term holidays, which means the process of recovery after a temporary decline due to the growth of fatigue under the influence of operational loads, natural means of regulating efficiency. In turn, during recreation understand the process of recovery after a significant and prolonged decrease as a result of stress [10]. As for tourism and excursions, the main criteria is their duration and venue. On temporary differences are quite unambiguous - this daily cycle. All that takes in recreational activities less than 24 hours, Is a tour of more than 24 hours. - tourism [11]. Thus, the concept of recreation and tourism are common to refer to the process of restoring vitality person because often they are used as synonyms. However, Recreation is a broader concept that focuses precisely on the recovery process and healing of human vitality. This can occur both in specialized institutions and residence of citizens. Recreation covers almost all human activities in her free time, she held out her permanent residence. In turn, tourism also always aimed at restoring vitality and development rights, but this concept is narrower because it is always associated with traveling and accompanied by appropriate consumption of services and use of recreational resources of certain areas. Therefore, in our view, it makes sense to consider these concepts together as a single recreation and tourism sector, which covers a variety of activities (recreational, cognitive, sporting, cultural, etc.) to restore vitality and development rights. These activities may relate to different areas, but in its intended direction focused on strengthening and development of health and vitality of man. Recreation

and tourism are part of the national economy, a complex system combines recreational and tourism facilities, infrastructure companies and other industries that have strong industrial and economic relations, sharing resources to meet the diverse health, cognitive, cultural and other needs people. Therefore, logically allocate and specific economic activity - recreation, which is treated as a human activity at leisure rendered to restore physical strength and is characterized by the diversity of human behavior [12, c. 8; 13, p. 255-262]. To further study the concepts of value recreation and tourism appropriate to consider the basic functions that perform these activities. In the literature there are different approaches to the separation of functions. Quite often feature recreational areas are combined in four main groups: biomedical, socio-cultural, economic and political [3, p.26]. Biomedical (spa treatment and rehabilitation) is to restore physical and spiritual strength, further improvement of man; social and cultural - satisfying cultural and spiritual needs of the population, the needs of the knowledge in the broadest sense; social and economic - reproduction of labor power, which accelerates the growth of productivity and production efficiency. In the literature there are different approaches to the separation of functions. Quite often feature recreational areas are combined in four main groups: biomedical, socio-cultural, economic and political [3, p.26]. Biomedical (spa treatment and rehabilitation) is to restore physical and spiritual strength, further improvement of man; social and cultural - satisfying cultural and spiritual needs of the population, the needs of the knowledge in the broadest sense; social and economic - reproduction of labor power, which accelerates the growth of productivity and production efficiency. In the literature there are different approaches to the separation of functions. Quite often feature recreational areas are combined in four main groups: biomedical, socio-cultural, economic and

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to new areas, countries of ethnography, folklore and natural objects and phenomena. WITH Halezhno the purpose of the trip are the following types of tourism [16, p.168; 17]:

1. Therapeutic, based on the needs of people in treatment and prevention. Recommendations to travel for treatment issued by medical specialists and execution of all necessary documents can make travel companies. Medical tourism, in turn, has several varieties that are caused by natural agents that are used to influence the human body. For example, climate based on the beneficial effects of sea and mountain climate, forests on human health; mud therapy involves the use of river, lake or sea mud for the treatment of certain diseases.

2. Selling (recreational), which involves the movement of free time to rest and restore physical and spiritual powers of man. This kind of tourism is the most common and widespread in many countries.

3. Sports, which - Journey to participate in various sports competitions in two forms: active (direct part in competitions) and passive (fan as part).

4. Business associated with the need to perform certain business and professional tasks. Travel for business purposes is regarded as one of the major components of modern tourism exchange. They are extremely important from the economic point of view; it is not dependent on seasonal factors. This includes travel delegations or individuals to participate in international negotiations, meetings, national holidays, coronation ceremonies taking office Heads of State and Government and more.

5. Cultural and educational - traveling people to learn about the natural, historical and cultural sights, museums, theaters, social order, life and traditions of the peoples of the country which is visited. This cognitive purpose may conform to rest.

6. Religious (pilgrimage) - one of the oldest forms of tourism, which involves movement of people to the "holy places" to visit temples and monasteries of religious holidays or absolution. The origin of the pilgrimage is associated with the formation of the world's major religions. As tourism in general, it is internal (within a country) and international.

7. Ethnic, ie, visiting relatives, place of birth or their parents. Of particular importance this type of tourism is for the countries of the population which lives abroad, namely Poland, Hungary, Yugoslavia, England and China.

Because there is a natural reduction of the current first-generation immigrants from other countries and the growing share of the third and fourth, largely lost direct family ties, they travel for the purpose of dating ethnic homeland. These circumstances change the behavior of tourists in travel, partly increasing the demand for accommodation in hotels, not relatives, their requirements and programs of stay. It is worth noting that the considered types of tourism, which are determined by the purpose of travel, are not always found in pure form. For example, holiday (recreational) tourism combined with cognitive, academic - with business and others.

According to the functional-branch structure (the set of industries and activities that perform certain functions within recreational complex to achieve the ultimate goals) can be divided into two subsystems (areas): direct service of holidaymakers and tourists and economic support recreation and tourism [13, p. 263].

Recreation and tourism - a complex entity that combines a variety of industry sub-sectors and activities, each of which performs a separate function. This same functions they can perform and other business systems area. For example, restaurant management or trade services to tourists and

not only tourists but also the entire population of the territory. Consequently, most goods and services can simultaneously meet the needs of both tourists and tourists and vacationers unorganized and population that resides in a particular Formation territory and operation of recreational and tourism facilities provided links to other sectors, which to some extent involved in servicing tourists and travelers. Of course, all these cannot be included in this sector, as last before us as an important part of national economy, combining an extensive system of recreational and tourism facilities, infrastructure companies and other related industries, which have close economic and industrial ties, sharing resources to meet the diverse health, cognitive, cultural and other needs of the population. The scope of the direct service of tourists and travelers form a recreational and tourist enterprise, institutions and establishments (which is the main link recreational complex), such as: medical (depending on the technology of climatic, mud and balneotherapy), health (bathing beaches and walking), sports (sports-tourist, climbing, hunting, etc.), cognitive (distinguished by the objects given and means of transport). So, Corporate recreation children's rest and recuperation [18, p.5].

Sanatorium recreation includes activities that occur at the resorts, sanatoria, boarding houses with treatment, spa clinics. Tourism and Recreation cognitive (excursions, weekend routes, cultural and educational tourism, etc.) Is divided into amateur and organized tourism and infrastructure deployed on the basis of submitted hostels, hotels, motels, camping. Criticism of the negative impact of tourism on the environment coincided with the theoretical discussion about the sustainable development of society (sustainable development) and sustainable tourism development (sustainable development tourism and political decisions on these interrelated issues. Decision of the World Summit in Johannesburg (2002)

World Summit in Johannesburg (2002) May become the basis of a qualitatively new stage of substantial critical views on tourism development and mechanisms to ensure its sustainability. Thus, in the context of sustainable development of tourism a key question is permanent (continuous) coordination and harmonization of the relationship between man and his environment. Therefore, finding ways to solve it is in the plane of the principles and criteria for sustainable tourism and development mechanism of partnership between all stakeholders of a development based on the concept sustainable tourism as part of a holistic paradigm of sustainable development as a whole in the form in which it is established at this stage, incorporated as mini mind, understanding, unity balanced economic, social (in including demographic) and environmental performance. One can confidently assert that the concept of sustainable development-the present is a non-alternative basis for modeling the development of the world, individual countries, regions and interregional formations, separate branches (types of economic activity) and sectors of the economy, business entities. Resort recreational and tourist economy cannot develop in the same field, it constantly interacts with many others, are directly or indirectly involved in the organization of leisure and recreation of the population. If the industry complement each other, and the connections between them are sustainable and as a result contribute to meeting the recreational and tourism needs, formed recreation and tourism. It establishments with their own recreation and tourism facilities include various sectors of the economy of a given region,

Sustainable tourism is based on the doctrine of sustainable development, which aims to replace the relationship between man and nature to expand opportunities for economic growth and the creation of a coordinated global strategy of survival, focusing on conservation and

restoration of natural communities on the scale necessary to return to the limits of economic capacity of the biosphere. The structure set up the doctrine of ideas, tenets and provisions of various sciences, which formed the basis of UN documents as the "Agenda for the XXI century", the Conventions on climate change, combating poverty and others. Sustainable development involves the economic, social and environmental problems. Development will be sustainable only if equilibrium is reached between the various factors that contribute to overall quality of life. The sustainability of tourism development is a component of national economies. The scope of economic support recreation and tourism activities represented sub nonproduction and production services. Tourism as a sector of the economy is in a complex interaction with the environment and so today, the task of further development of tourism is to reduce the negative environmental impact (pollution from sewage, waste, emissions of air transport, erosion of beaches due to alignment of the coastal area, the impact on the culture of local residents, loss of historical and architectural heritage, employment of minors, etc.). Governments must be adopted restrictions and regulations to minimize these negative effects. Tourism should be developed so as to benefit the local population, strengthen the economy of the host country, creating new jobs. Tourism industry has great potential, which allows you to make a constructive contribution to the sustainable development of countries and regions contribute to environmental and social sustainability. In developing the foundations of sustainable development of tourism as part of a holistic paradigm of sustainable development as a whole in the form in which it is established at this stage, laid at least balanced understanding of the unity of economic, social (in including demographic) and environmental performance. One can confidently assert that the concept of sustainable development-the present is a non-alternative basis

for modeling the development of the world, individual countries, regions and interregional formations, separate branches (types of economic activity) and sectors of the economy, business entities. Thus the combination of the terms "development" and "sustainable" and "sustainability" does not fully comply with the concept of «sustainable development», which provides a reasonable regulation of natural and socio-economic processes. The term "sustainable development" does not reflect the basic principles of the concept of sustainable economic, social and environmental development, active management of human activities both at the local and regional levels, including through restrictions. A more accurate in this case would be the term "sustainable development", i.e. one that provides a balanced dynamic equilibrium between the components of integrative geopolitical and socio-economic system. Balance - proportionality; balance, proportion between elements of the system that determines the preservation of its quality characteristics. Recognition of the importance of sustainable tourism development and problem solving among key partners, including governments, international organizations and the private sector led development of international tourism in 1995 International document "Agenda for the XXI century travel and tourism industry." In various countries, many communities whose main source of income is tourism, relevant programs have been developed locally. The essence of the concept of sustainable tourism includes two key interrelated provisions. The first is the need to meet the needs, including priority, all segments of the population, particularly the poor and disadvantaged, usually through social forms of tourism. With that in tourism are almost equally economic, social and aesthetic needs of people. Second, is the presence of resource constraints, which makes the environment's ability to meet current and future needs of mankind. The main component constraints

of manifestations of life. The main component constraints in sustainable development is a natural environment. However, tourism is also a significant component constraint such as economic, cultural, social and living - those resulting from the organization of society as technology, culture and education level of the population. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life. The main component constraints in sustainable development is a natural environment. However, tourism is also a significant component constraint such as economic, cultural, social and living - those resulting from the organization of society as technology, culture and education level of the population. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life. Sustainable Tourism Development Based on the characteristic of the process principles. They formulated the WTO and the World Council of Travel and Tourism and focused on four key components - environmental, economic, cultural sustainability, and sustainability of local communities in all their diversity of manifestations of life.

Thus the concept of sustainable development, as recognized by the international community strategic direction of the evolution of society in the XXI century. A cross-cutting in nature and is found in every field of human activity. Tourism as an integrated system that covers all aspects of life and a significant number involved economic activities to meet the needs of tourists is a priority object implementing criteria and principles of sustainable development, which determine the requirements of harmonious coexistence of all subjects of tourism business environment.

Recreation and tourism performing socially important and necessary functions - maximum satisfaction of population health improvement, therapy, relaxation, spiritual and physical development [20, 21]. Therefore, recreation and tourism should be regarded as a single sector, whose purpose - to restore health and vitality of human development. Recreation and tourism is an important part of national economy, combining an extensive system of recreational and tourism facilities, infrastructure companies and other related industries, with strong production and economic relations, sharing resources to meet the diverse health, cognitive, cultural and other needs of the population.

1.2. Recreation and tourism problems of management of nature in terms of stable development of Ukraine

The territory of Ukraine is a complex and diverse range of geographic, climatic, hydrological and other factors and resources of animal and plant life, unique combination which causes the formation of unusual properties for recreational and health potential of many regions of our country. A large number of cultural and architectural heritage, museums and other sites associated with known historical events and personalities, defines high level of attractiveness of national tourist routes for educational, entertainment and leisure adventure. In regions of Ukraine formed also quite powerful infrastructure of hospitality, accommodation and maintenance of domestic and foreign tourists. [23] However, the requirement to improve the efficiency of existing significant potential for the development of national tourism and recreation (TRS) in conditions of significant intensification of competitive rivalry in the global market of services for leisure and travel organization is waiving activation of efforts of the state and companies that market to improve the quality of the tourist product and improve business management fields. Exceptional value need this kind of activation takes first place at the regional level,

The second, equally important fact reveals the fact that competitiveness, which initially concerned enterprises and sectors of the economy gradually shifted to the level of states, and in recent years have become the main goal of regional development [25] in where competitive advantages in the future, according to Professor I. Yakovenko, market players rule [26].

Particular attention this problem requires for the development, conservation and transition to sustainable development of enterprises TRS located in the coastal zone of the Black and Azov seas, particularly in

Odessa and Kherson They are important railways and highways, air and sea ports that lead to favorable conditions for foreign economic cooperation between Ukraine and neighboring countries [27].

In the coastal regions are concentrated more than 30% of all tourist and recreational resources of Ukraine. An important factor in regional economic competitiveness is natural and cultural complex of the South of Ukraine. [27].

The main recreational resources of the region are: climatic resources; diverse natural landscape; favorable climate; Black and Azov Sea, other water and forest resources, objects of nature reserve fund [28].

Competitiveness spa and tourism sector (SKTS) economy in comparison with European recreational areas, tourism and rehabilitation steadily falling. Disorganization and shadow SKTS lead to poor quality tourism, related services and inefficient use of the recreational potential of the republic, the low level of development of recreational infrastructure. Poor sanitary conditions eco-resorts, irrational and inefficient land use and recreational use of natural medicinal resources in the region threaten to decrease status.

Resorts competitive position compared with the nearest foreign resort areas further aggravates irrational ratio between quality tourist and recreational services provided, prices and business units [29].

The main reason for the negative state of recreational facilities is anthropogenic activities associated with negative effects on the environment [30]: pollution of coastal zones and natural spa resources and air quality targets industry, transport, locals and vacationers; insufficient development of industrial, service and recreational facilities environmental infrastructure (engineering and transport communications, systems maintenance, resource, etc.); destruction ill-conceived construction

environment coast, leading to erosion and the destruction of marine beaches, natural recreational landscapes, buildings spa destination; lack of market organization and economic mechanism that can manage and enhance business activity of enterprises

Destructive effects due to anthropogenic particular economic activity, increased development of abrasion and landslide processes in the southern coastal areas. Productive economic activity, which is based on diverse range of processes and operations of mass production of goods and services is one of the most important sources of anthropogenic impact on the environment. Performance factors associated with steadily increasing industrial and economic activity of human society, crucially affect the transformation of the biosphere, resources and sources as a foundation for the formation of a complex system of urgent requirements and demands of humanity to ensure the safety, quality and duration of life and comfort, and therefore determine the hierarchy actually occurring urgent human needs.

Thus, the prerequisite of functioning and development of industrial and economic system oriented to meet the steadily growing comprehensive social and individual needs, is attracting productive economic activity complex set of natural wealth [31].

The process of economic growth, which is traditionally based on the consumer respect to a limited resource potential of the environment, in the present context of globalization and the extraordinary increase in production activity can lead to a drop in the welfare of the vast number of people. This is due primarily to the deteriorating conditions for rest and recuperation rights, but with increasing threats to their health, quality of life, access to appropriate natural wealth. A typical example of this kind of manifestation of contradictions, which is the result of the aggravation of the negative changes Biosphere protection of human life, is the sphere of

tourism and recreation activities (DAP) designed to meet human needs in the physiological (physical strength restoration, recreation,

It is in the field of turbojet problem of strengthening human impact of productive human activity, becomes extremely complex and controversial content. On the one hand, even during the meet a diverse range of needs of tourists in the provision of public entertainment there is aggravation of contradictions between economic (profit increase business and related revenues, improve the trade balance of the state, stimulating infrastructure development areas, create new jobs) and medical-biological (rehabilitation, support proper psychophysiological state) and socio-humanitarian (increase cultural and educational level, self-development and the formation of moral and ethical values, education, etc.). Tourism functions. Implementation of economic functions primarily involves large-scale involvement in the creation and commercialization of tourism products increasing amount of unique natural resources to meet the needs of the widest range of potential tourists. The consequences of this kind of involvement almost certainly become environmental degradation, depletion of natural resources and ecosystem imbalance territories, destruction of biosphere entities and other negative phenomena. Implementation of biomedical and social and humanitarian functions, in contrast, requires careful preservation of unique natural features, support unchanged and environmental protection, restoration of environmental resources. [31] destruction of the biosphere entities and other negative phenomena. Implementation of biomedical and social and humanitarian functions, in contrast, requires careful preservation of unique natural features, support unchanged and environmental protection, restoration of environmental resources. [31] destruction of the biosphere entities and other negative phenomena. Implementation of biomedical and social and humanitarian

functions, in contrast, requires careful preservation of unique natural features, support unchanged and environmental protection, restoration of environmental resources. [31]

On the other hand, mainly anthropocentric nature of human productive activity for a long time conditioned the use of extensive approach to the exploitation of the resources of the environment that determined purely consumer oriented process of economic growth, self-centered focus on exhaustion of the existing resource base and so on. Thus, increasing the welfare of society based on productive economic activity revitalization objectively enhances general population using a wide range of natural sites suitable for recreation, but at the same time objectively reduces the quality of rest because of the deterioration of the environment as a whole biosphere [31].

This is stated in the recently adopted "Strategy of Economic and Social Development of Ukraine for 2011-2020. The main goal of the strategy is to achieve sustainable growth in the level and quality of life of the population on the basis of a balanced system of innovation type, dynamic economic development and the realization of Ukraine's strategic interests in the Black Sea region. The implementation of the SCTS in the Strategy for the Development of Ukraine is outlined in seven priority areas, four of which include the objectives of sustainable recreational and tourist use of nature [32 p. 14]: reducing the acuity of environmental problems and ensuring the proper ecological status of the region; improvement of regulation of the use of resources of the coastal zone; Preservation of objects of cultural heritage, biological diversity, flora and fauna, natural landscapes and vital functions of biological species; ensuring the spatial uniformity of the use of tourist-recreational potential of Ukraine, equalizing the demand for resources of the coastal zone. [33].

In this direction, working as domestic schools of academic and university science (Institute of Regional Studies, National University of Ukraine. Shevchenko National Academy of Environmental and Resort Construction, Tavria National Vernadsky University, Odessa National University and A. Mechnikov, etc.), as well as individual scientists of Ukraine and countries (S.O. Bogolyubov [34], A.A. Golub [35] A. Gusev [36], and B.V. Burkyns'kyi Kovalev N.G. [37] S.M. Kurazhkovskyy [38], V.V. Pobirchenko and I.M. Voronin [39] M.F. Reimers [40], and others. Analysis of [34-49] shows that the problem of recreational nature, there are three groups of approaches - environmental, geographical and economical, each of which is entirely legitimate and consider the issue from the perspective of the existing problems. However, publications related to the development of organizational and economic mechanism for sustainable recreation and tourism nature, are virtually absent. [41]

The closest to the problems, the researchers came V.V. Pobirchenko and I.M. Voronin, considering the priority areas of improving the structure of complex environmental territory [39]. However, the issue of the organization of economic structures in combination with the requirements of effective nature management, as well as the institutions, forms and methods of recreational management in tune with the interests of the national economy, unfortunately, in the open literature, have not been adequately reflected. For the first time, the concept of "nature management" was proposed by the Soviet ecologist Y.M. Kurajkovsky in 1969 [38] According to the definition of nature - a regulation of all types of natural resources for the economy and health care. Developing the idea of nature viewed and complemented his followers, V.A. Agutin, I.P. Gerasimov, B.C. Preobrazhenskyy, M.F. Reimers et al. M.F. Reimers, for example, defines nature as the totality of all forms of exploitation of natural

resources and means for its conservation (natural prey and processing of mineral and biological resources, their restoration, protection of natural living conditions, systems, etc.) [310].

Currently, there are different definitions and interpretations of the essence of nature. However, the basis of all the definitions of its essence is the interaction of practice and human nature in order to meet the material and cultural needs of society. This interaction will be effective the rational (reasonable), conservation and restoration of natural (including recreational) resources. Nature performs vital functions such as providing public natural resources and enabling people to rehabilitation through recreation and tourism, aesthetic pleasure.

The development of productive forces leads to the inevitable growth in consumption of natural resources and the degree of pollution of all elements of the environment. This simultaneously exhausted natural resources, non-renewable, deteriorating health, decreases productivity, which led to the formation of a new science - environmental economics. The subject of the study of science and technology is a method of effective action on human nature in order to maintain the dynamic equilibrium of substances in the environment, which requires considerable financial costs [42]. The cost of maintaining the necessary balance is used to preserve the favorable economic conditions, restoration of natural resources in the present and the future.

M.F. Reimers [42]¹⁵ formulated laws of nature. The most important are: «The law reducing natural resources "and" Law exhaustion of natural resources ", which are based on human activities can be strengthened or weakened. Hence the need for such interactions with nature, in which the duration of these laws would have lasted long beyond measure. Enterprises TRS as much as possible should be interested in preserving the natural

environment as the basis of their financial well-being. It is the natural environment and the natural wealth of the territory are the primary factors of attractiveness and competitiveness in the market for business tourism and recreation industry. Thus, the effectiveness of management (actions) such enterprises must entirely depend on the quality of their interaction with the natural environment and its potential. However, the effectiveness of management depends on the set of elements of organizational and economic mechanism to ensure effective and sustainable environmental management in the recreation-based management and the formation of long-term market development of tourism and recreational services. In the present context an important role in the development of culture of nature play local and regional authorities themselves producers' tourist and recreational services. The fact that the benefits of failure and maintenance recreational facilities in the region are primarily locally and forcing local authorities to give priority to them. Therefore, developing targeted programs, development strategies and other documents to create organizational and economic mechanisms of nature management system development and regional tourism and recreational businesses. Important questions while occupying investments and formation of competitive markets recreational services that are exacerbated in a globalized economy. This requires reliable scientific theoretical framework and new tools to address a number of challenges floor ' related to the mobilization and rational use of available natural resources and environmental management in the region of careful environmental and socio-economic applications. We believe that the formation of sectoral and territorial structure of TRC capable of producing competitive tourist and recreational product is impossible without efficient environmental management system construction and formation of the organizational-economic mechanism to

ensure SRTP (Fig. 1.1). Recreational resources are considered as one of the basic factors of HDS is the basis for production planning recreational product. It is very important as it seems, is the question of ownership of these resources and minerals, which is part of the national wealth. Therefore, the value of all the recreational resources should be determined as well as the cost of national wealth to the cost of state territory recreation. Of the value of recreational resources system depends on economic incentives for subsoil use, payment for environmental pollution. Consequently, formation and distribution of income from Nature should be regulated by the state based on the respective inventories, which are the need of recreational facilities on the grounds of accessibility of natural systems entails the problem of preservation of nature, so important is the balance of environmental priorities depending on the degree and type of use recreational resources, and recreation facilities interaction with the natural objects of nature. Unfortunately, only formed. The main stages of construction of this mechanism are: the formation of resources, diagnostics, analysis, evaluation, clarification purposes; Assessment of resource utilization; analysis, forecasting, strategy and prospects resource utilization of natural resources; use planning and environmental resources; ensuring the development of natural resources; assessment of socio-economic development of natural resources. *Formation resources* at the expense of natural resources lies in the definition of natural resources, which is characterized not only by their presence and capacity, but also the costs of use, quality and competitiveness at local and international levels, as well as the possibility of replacing natural resources artificially created substitutes [40] if possible. Natural resource potential replacement is usually considered in the release specific resources from the sale due to business functions. An important factor in the formation of natural resources is the

consideration of a number of external factors, such as the following [40]: advanced technical and technological possibilities of extraction and primary processing of natural resources (plunder of mineral water, mud, etc.) that enable lower operating and capital costs; existing legal framework for the use of natural resources; market conditions that determine the economic feasibility of using a particular natural resource and its attractiveness; the relationship of society and local communities in the development of recreational facilities and natural resources; the current system of taxation on prey, primary processing and use of natural resources. The influence of the environment can lead to both growth and to the reduction of natural resources in the region, Feature of assessing the possibilities of natural recreational resources is the fact that it is necessary to consider the use of multi-variant of the same natural resource, such as recreational areas (by type of tourism types sanatorium enterprises, etc.). Each of these options has a different burden on nature, provides a variety of products to its production costs and market prices that have different value to society. Target Development Strategy (see. Figure 1) is a key component of organizational and economic mechanism to ensure SRTP, which allows to determine the recreational potential factors set goals, choose the criteria, indicators and related functions to achieve their goals. An important part of the organizational and economic mechanism of environmental management is the analysis, forecasting, strategy and prospects for the use of resources of nature and its potential. Changes of indicators that make up the evaluation of potential use of the resources of nature, affecting the stability of the level of demand and market prices. This situation indicates a sensitivity economic evaluation of natural resources (e.g. recreational area) to various external and internal factors that must be considered when planning the use of resources and possible risk factors. [31]

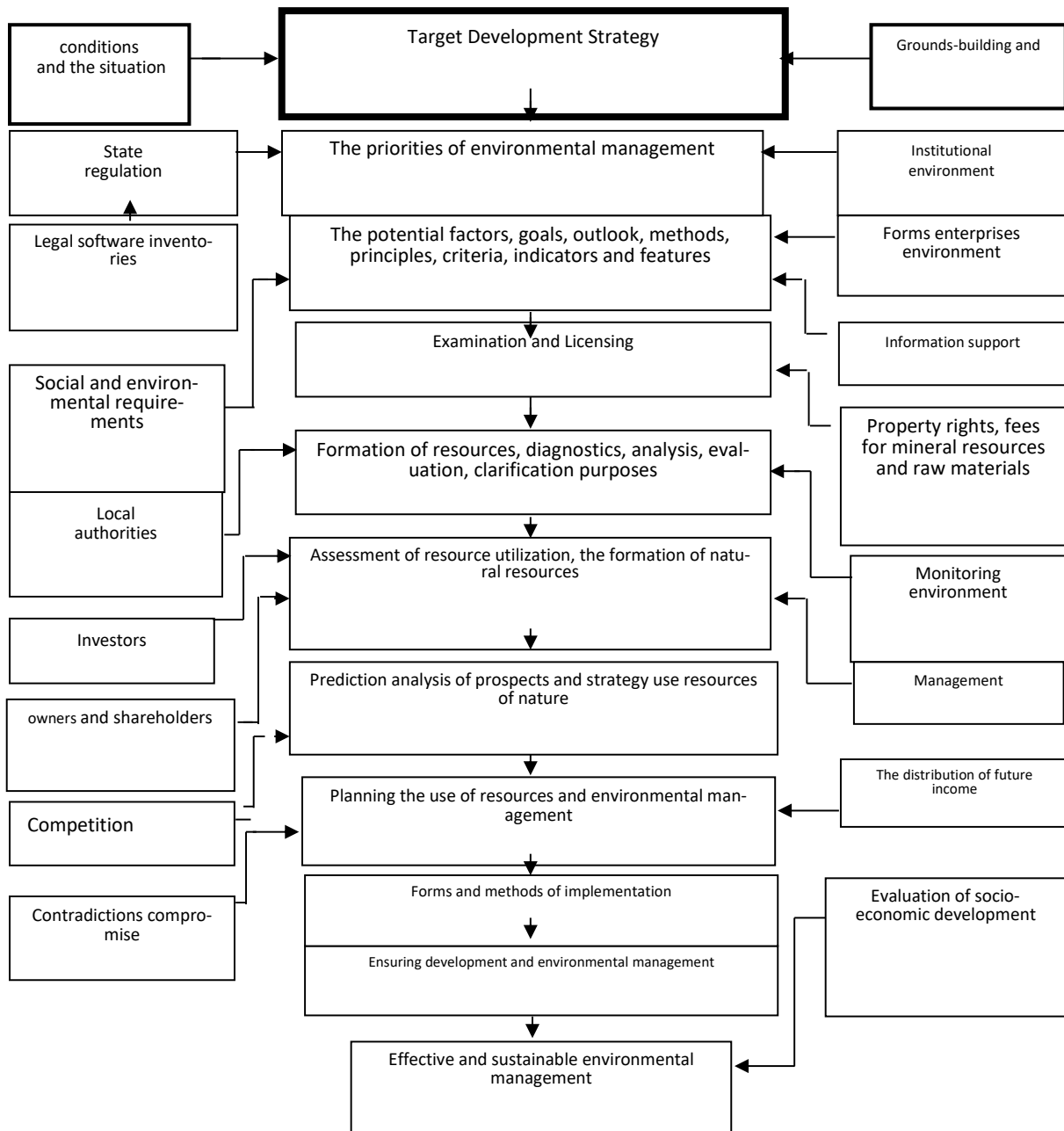


Fig. 1.1. Model management of sustainable recreation and tourism Nature

Planning the use of resources and nature management is to determine the best possible use of natural resources, taking into account the proposed nature management projects. At the same time, there may be certain contradictions and conflicts between the users of resources in connection

with their obvious limitations or technological (or social) incompatibility of different types of economic activities within the same territorial zone (foundations). Emerging conflicts are closely related to the above-mentioned sensitivity of natural resources to different users (enterprises). This situation is exacerbated by the lack of or illiterate elaboration of the plans of the RPS (development of productive forces), as well as poor-quality general plans for the development of territories. One way or another, these contradictions should be reflected in the choice of environmental management options and at the planning stage it is necessary to determine the best possible spatial allocation of the objects of nature use [44]. Ensuring development and environmental management aimed at identifying the most appropriate means and actions to preserve and possible development of nature controlled by regulating factors at the local territorial level, that is, through effective management. These include: reducing current expenditure as a prey or natural resources, impact on the market means possible, internal and external investment assistance in obtaining preferential treatment in terms of lending, etc. These measures should focus on priority areas of greatest growth in natural resources.

Evaluation of socio-economic development of nature should lead to efficiency of nature based external effects, which should be further economic analysis of the factors contributing to increase efficiency and reduce the impact of destabilizing events. In general functioning of the organizational and economic mechanism of nature (as applicable) may be not only directly, but also the iterative nature. The peculiarity of the economic valuation of nature is the fact that the assessment concluded estimates of the components of a particular resource, with specific components. Different components must be used different approaches [44].

In the field of turbojet ensure sustainable development and greening

productive economic activity, in our opinion, should be based on the following conceptual provisions and requirements [31].

First, the consumer potential for the formation of tourist products (TAs) and the provision of appropriate services must necessarily be limited to the permissible anthropogenic eco-destructive impact on the state of the environment, which requires the deliberate advance and purposeful subordination (ecologization) of all aspects of the functioning of the ' objects of the tourist-recreational complex of a certain territory (and in some cases the existence of unique ecosystems - as well as other subjects of entrepreneurial activity those that operate within the region) requirements to preserve natural recreational resources.

Second, sustainable development DAP should be based on the criterion of maximizing compliance with the requirements of environmental effect within the entire area containing natural resources, access to which is a source of recreation and leisure. In turn, integrated approach to the environmental impact assessment of tourist and recreational services should be based on thorough economic, technological, organizational, social and cultural aspects of regional economic complex, and in the context of harmonious integration, balance and combination of conservation efforts in the field of turbojet of environmental and economic activities of other entities at the regional, national and international levels.

Thirdly, ensuring the sustainability of the development of the TPD within a certain territory should be based on the implementation of a dynamic approach to the development and implementation of innovative measures to prevent the accumulation and aggravation of eco-destructive trends in the formation and consumption of TP through the activation of environmental activities, the steady reduction of specific volumes of consumption of natural resources etc. The implementation of such

activities, as well as the organization of DAP within a particular area as a whole, will involve the need for full implementation of environmental requirements for operation of the respective business entities that integrate elements of environmental management, control and audit performed in a circle in the formation and implementation TP functions, processes and procedures.

Fourth, the implementation of environmental priorities for sustainable development DAP would expand the use of methods of social and socio-cultural impact on the development of consumer needs and individual preferences of potential users of TA to enhance the differentiation of social requirements for environmentally friendly technologies and modes of provision of services through the formation of proper motivation mechanism of stimulation environmental focus of consumer expectations.

Fifthly, the formation of the motivational component of ecologization of the organization and management of the activities of entities providing tourist and recreational services should be based on the decentralization of responsibilities and the allocation of responsibilities for the implementation of managerial functions in the field of environmental protection and resource conservation through a wide introduction of procedures individual self-organization of employees in the process of preparing and taking managerial decisions on identifying opportunities and implementing measures aimed at rational and careful use of natural resources.

Implementation of these conceptual provisions and compliance with environmental priorities to ensure sustainable development DAP cannot be achieved within the functioning of individual entities, and therefore objectively requires activation processes of integration within a whole area

of the tourism industry. Developing appropriate complex organizational and economic mechanism of functioning and sustainable development of the complex should be based on the implementation of the cluster approach, in which participants TRC joint efforts will be made not only on operations around the provision of quality tourism products, but also to preserve the unique natural resources needed recreational environment for the restoration of the rest.

Uneven natural resources, industrial and social potential areas ARC and their economic expertise and infrastructure that has developed, caused the imbalances of development both within the TRS and the peninsula as a whole. The load on the coastal areas of the Crimea distributed unevenly and the complexity and diversity of the tasks of rational use of recreational resources requires the identification of priorities and SRTP.

Development TRS based on the implementation of the priority areas for sustainable environmental management and transformation SKTS should lead to improving the quality of recreation and tourism products and increase their competitiveness as a whole, because the nature and climate, their attractiveness is a major incentive in choosing a client and an important content of their products. At the same time achieve SRTP is impossible without proper additivity and a combination of economic, social and environmental interests at the national and regional levels. Requires a complex of legal, organizational, economic, administrative, scientific, financial and other innovative activities and relationships aimed at efficient use of rich recreational and tourism potential of Crimea and its deities [45] (Fig. 1.2).

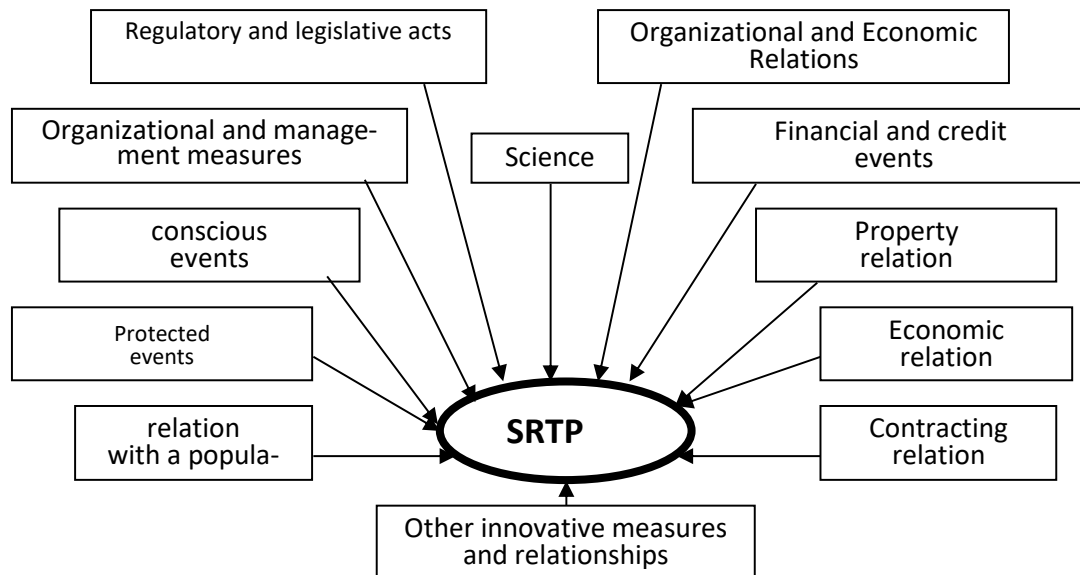


Fig. 1.2. Bigger structural model of sustainable recreation and tourism Nature (SRTP)

The implementation of the above model (Figure 1.2) should be in the interests of: state, recreational and tourist regions (destinations), their inhabitants, as well as recreation and have appropriate information support. This model can be viewed as a set of rules structured system of legal, organizational and economic nature, allowing system elements - its participating organizations efficiently communicate both within companies and associations (clusters), and with the environment. These components can create models defined basis to ensure balanced socio-economic development of destinations and increase the investment attractiveness of resort regions.

Generalization of various publications [40 - 45] and existing practices of environmental management allows you to deepen and specify previously set out to "Strategy of development of southern regions «Interpretation priorities SRTP. They should be based on a set of defined basic principles and activities, including:

- Attention to the existing biodiversity of the region, natural features, the quality of water and air, land and landscapes;

- creation of conditions for the development of anthropogenic environmental degradation effects on the state of the environment;
- compliance with the criteria for maximizing the environmental impact within the entire territory of the Crimea;
- attentive attitude towards the ethnic and socio-cultural identity of the local population;
- development of tourism and its infrastructure, which provides the needs of the local population and its socio-economic interests;
- free access to the sea coast and beaches of citizens of all categories;
- the need to find a balance between the goals of business and the local population, the development of tourism and environmental protection;
- development of tourism taking into account the quality of tourist and recreational product and the specifics of each resort destination;
- representation of the status of resorts in the coastal areas of Crimea and the definition of their specialization and tourist centers of distinctions;
- definition of the status of the resort areas of state and local importance in the coastal zone;
- limiting the development of tourism to the level of ecological and social capacity and ecological loading of the area;
- use of part of the resources received from tourism for implementation of measures aimed at the restoration of the environment of the respective territories and distances;
- inventory, ecological examination.

Thus, the author stresses that the implementation of measures for the development of enterprises recreation and tourism should be carried out simultaneously with the transformations related to the strategic development of clusters of tourism and recreational businesses.

The main directions of transformation of enterprises should TRD be

supplemented by the following organizational and economic measures and actions [194]: need to develop modern infrastructure TRD economic actors at European standards; social orientation reforming of DAP for tourists (tourist) and the local population; implementation mechanism adopted and proposed reform priorities DAP enterprises; DAP modern information software; Integration thrust turbojet entities and agents, providing a single interconnected system (TRC) sustainable operation in a globalizing world economic system. In this way, you can put that identify priorities for support. The SRTP provides an opportunity to improve existing approaches to ensuring sustainable use of nature from an economic point of view. The offered methods allow to understand deeper the processes and conditions of rational use of natural resources in conditions of strengthening of market competition and consider the development of nature management as the most important basis for the formation of effective recreational management, which allows to switch to the consideration of territorial and market organization of tourism and recreation enterprises.

1.3. Formation and development of tourist and recreational enterprises in the market of tourist services

The development of the tourist services market (RTP) has not only economic but also social value, providing a basis for meeting the recreational needs of the country's population and citizens of other countries. The social effect of tourism, expressed in solving the problems of improving the population, increasing its employment and development of the person. The growing role of tourism in the world's economies initiates the study of the peculiarities of the functioning of this sphere of human activity and, above all, its content. However, often systematization of factors affecting the RTP, is presented in the socio-demographic, psychological and behavioral characteristics of consumers [4, 9, 21], in which the main component is the level of material well-being of the consumer. The main factors here are: the availability of free time, the structure of the population, age, income level of citizens, education, occupation, belonging to a certain race, gender, etc. During the history of the formation of the tourism industry depended on the availability of free time and the possibility of movement of citizens in ancient Greece and ancient Rome for free time it was possible to determine the class of citizens who were free and financially secured. Persons who had free time belonged to the upper classes of society, therefore, could travel to attend sports competitions, theatrical performances, celebrations. The era of tourism in new technologies and informatics is shown in Fig. 1.1

In the era of the ancient world (from 3000 AD to 330 AD), tourism develops in connection with two events - the opening of the Olympic Games (from 776 AD AD) and the world truce. At this time, the popularity

of the travel of athletes and spectators (relatives, friends, etc.) to participate in the competition. The following tourist destinations also appeared: thermal tourism (or geothermal tourism), religious tourism (Delphi, Dodon, Elefsini), philosophical or educational tourism (Athens, Egypt, Samos, Militos), cultural tourism (theatrical performances, drama in Athens, Epidaurous, Ephesus), conference tourism (Corinth, Niemej, Dilos). Significant contributions to the development of tourism have made travel writers and geographers (Nearchos, Captain Alexander the Great, Aryanos, Pavasaniias, Eratosthenes, Herodotus, Stravon and Plutarch). the development of agriculture and crafts, the accumulation of scientific notions about the earth, the extinction of mathematical geography, the basics of navigation and the methodology for determining geographical coordinates (Eratosthenes from Cyrene, 276-194 years BC, Hipparchus 190-125 BC) The possibility of round-the-clock travel was foreseen was foreseen.

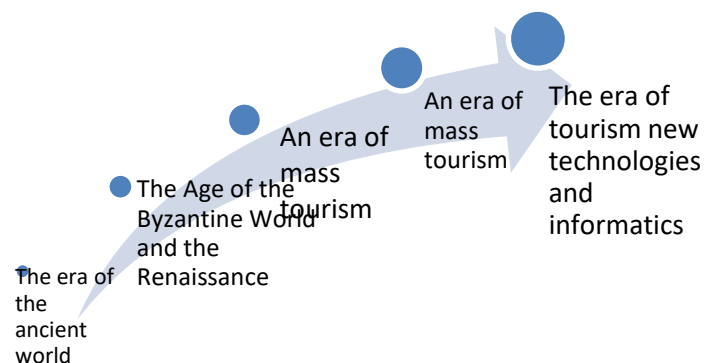


Fig.1.1. Stages of evolution of tourism

Source: Developed by authors

Commercial maritime shipping in Ancient Greece and Phoenician has facilitated the inclusion in the international system of economic relations of large areas of Europe, the Black Sea and the Caucasus, West Asia, North and West Africa. Some routes of ancient Greek seafarers have not lost their relevance today ("from the Vikings to the Greeks," "the way of the Argonauts," etc.). Along with the Greeks, the founders of tourism can be considered and Sumerians, because they own the invention of money, cuneiform and wheels. In this era ports were created, sea transport was improved, ground transport was improved due to the creation of large roads, which opened up wide opportunities for the implementation of local and world travel. The era of the Byzantine World and the Renaissance (from 330 AD to 1840) is characterized by the development of religious tourism, namely the journey of pilgrims from all over Europe to Jerusalem and the Holy Land. The peoples of Europe realized that the horizons of travel expanded after the great discoveries of new lands - America, Australia and China. Also, long-term trips of aristocratic families (for three or more years), the purpose of which were expansion of the spiritual space, admission to the royal courts, the so-called "grand tours." The era of the industrial revolution with the discovery of a steam engine and the development of rail networks added tourism features of the mass organization. In 1843, in Europe, an agreement was reached on pre-defined rates for the services of a first-class hotel, and the first travel agency was created by Thomas Cook in England in 1841, whose employees organized heavy and long trips to Europe, America and the Holy Land, as well as in 1874 The city has established a tourist voucher [3]. Significantly influenced and gave a new impetus to the development of world tourism appearance of a telegraph in 1837, a phone in 1876, a radio in 1896, the mass production of cars from H. Ford in 1905-1910 and the construction of highways. In

Greece, in 1843, the first modern hotel "NEON" (Athens) was opened, built by the Italian Casals. From 1910 to 1920, several branded hotels around the world began to work, including "Ilion Palace" and "Grand Hotel" in Athens.

In all states, official travel agencies are created. In 1914 in Greece, such an institution was the "Independent Office of Foreigners and Exhibitions". The first definition of tourism was formulated in 1942 by professors Hunziger and K. Krapf in the following way: "Tourism is a set of relations and phenomena arising from travel to the destination and residence of non-permanent residents, if the stay is not characterized by permanent residence and during which does not carry out any activities for income "[7]. The fourth era (from 1945 to 2000) is characterized by the massification of international tourism in the postwar period and is distinguished by the use of the aircraft for organizing mass tourist trips of Americans to the famous Western Europe. At the same time, hotel networks and tourist infrastructure are developing, as well as large travel agencies around the world, which quickly formulated the world tourism industry in the postwar period, are becoming widespread. Among the factors that influenced the development of mass tourism after 1950 we can distinguish the following: peace consolidation, political and economic stability in developed countries, "democratization" of the right to tourism (increase in free time, in connection with the establishment of paid leave and available vacation time duration of 4-5 weeks); demographic and economic factors in the development of tourism, reducing the time to overcome due to the development of public transport and the production of jet aircraft, the organization of world tour operators and travel agencies, sea cruises and tourist buses; the transformation of tourism into a consumer product: the differentiation of prices and the specialization of services (the cost of a

tourist ticket, due to the lower cost of the airline makes tourism even more attractive). dependence of tourism on consumer models developed in the postwar period. promoting tourism activities of travel companies, sectoral organizations. promoting direct exchange of currency without documents, internationalization of national currencies and travel simplicity, the development of travel insurance services and the use of credit cards facilitates travel and contributes to an increase in the number of trips [4]. In June 1991, at the International Statistical Conference in Ottawa (Canada), with more than 250 participants from 90 countries, the International Tourism Organization outlined the following definition of tourism: "Tourism" is narrower beyond the scope of its coverage of concepts than "travel", since it relates to specific types of trips carried out by a traveler outside his normal environment during a period not exceeding one year for non-employment purposes in an enterprise permanently located in a visited location. " Persons who make such trips are called by visitors [18]. Modern tourism focuses on the human needs of finding new knowledge, comparing the cultures of different countries of the world, satisfying and fulfilling physical and mental experiments, receiving pleasant emotions and joys. The European Council in the regulation on the future of European tourism notes: "Tourism is one of the main sectors of the European economy, since it positively affects the growth of the GDP of the member states and the level of employment and contributes to the achievement of a true internal market for services. Tourism contributes to a high level of employment and social security, sustainable development, quality of life and European integration, social and economic cohesion, and contributes significantly to the achievement of the objectives of convergence "[6]. The Law of Ukraine "On Tourism" of 1995 states that tourism is a temporary departure of a person from the place of residence for health, cognitive, professional,

business or other purposes without having to carry out paid activities in the place where he or she leaves. According to this document, a tourist product is a pre-designed tourist services complex that combines at least two of these services that are being sold or offered for sale at a specified price, which includes transportation services, accommodation services and other travel services not related with transportation and accommodation (services for organizing visits to cultural objects, recreation and entertainment, sale of souvenirs, etc.) "[14]. The era of new technologies and informatics (from 2000 - to date) is characterized by the use of the latest technologies in tourism, which facilitate the transition from organizing mass tour operators to the individual-type nature of the choice of rest and travel to another country through an independent system of online hotel reservations, airline tickets, car hire, bus tickets, cruise and ferry tickets. For example, the Booking company attracts more than 20 million users monthly and carries out 550 thousand nightly bookings per day, as its website contains about 320 thousand hotels from 184 countries in 43 language versions. Global hotel services are also provided by Trivago, Tripadvisor, Airfastticket, etc. [5]. Sustainable development of tourism enterprises in the context of the development of tourism industry described M. Khumke. In his work we find an analysis of approaches to business planning, a description of the peculiarities of the construction of the tourism business, the methods of market analysis of tourist services and competitors available on the market, methodological approaches to the formation of a marketing strategy and operational planning, on the basis of which it is suggested to implement methods of planning sustainable development 46.

Small and medium-sized enterprises play an important role for the further sustainable development of the tourism industry. There are a number of explanations for this. So, P. Keller, considering the prospects for the

development of tourism business on the basis of the analysis of the activities of small and medium enterprises, notes their high ability to flexibly respond to the challenges that arise in a competitive environment. In his work, the fundamental problems of the structure of the "tourist industry" are explored, in particular, the client-oriented approach to the perception of the tourism industry is generally defended (according to P. Keller, tourism as a sector of the economy can be described solely in terms of demand, and the tourism industry exists only at a time when there are buyers in search of tourism services), analyze the advantages and weaknesses of the industrial (such as that provided by large enterprises) and retail tourism, the phenomenon of "imperfect competition" as the dominant structures of the tourist market, new promising marketing strategies for small and medium-sized tourism enterprises are proposed, with a special meaning [44].

KANA Panasyuk has investigated the peculiarities of the sustainable development of small tourist enterprises. In her work the components of sustainable development are analyzed and management tools for them are opened, the integral forecast of the life cycle of small tourist enterprises is constructed taking into account the internal potential and external information field, and, therefore, an improvement is proposed to the mechanism of management of small enterprises with the provision of their sustainable development [48].

Methodical and applied problems in the management of the development of tourism business enterprises were investigated by Dimidenko I.V. Scientist systematized the factors of development of tourist enterprises, proposed a conceptual model of management of this process, improved model of profitability of the implementation of tourist services and developed a

model of mass service, which helps to determine the optimal number of personnel, regulating the flow of tourists and reducing waiting times for service provision [49].

The market for tourist services performs a number of functions, such as determining the value of a tourist product, organizing consumer access to a product, coordinating the processes of production and consumption of tourist services, maintaining the balance of demand and supply, stimulating efficiency and minimizing the cost of tourism services, differentiating market actors in depending on their effectiveness, stimulating the production of services for which there is demand [50, p. 2-3]. Tourism is not only a global economic phenomenon, a highly developed sphere of the world economy, but also a popular form of recreation, which has a significant impact on social, economic and cultural development in the global dimension. The tourist industry is one of the largest sectors and major sources of income in countries such as France, Spain, Italy, Greece, Turkey, Egypt and many others. Market functions can be grouped according to the following categories: regulatory, stimulating, optimizing, informational, and sanitizing.

Regulatory functions market tourist services perform in the context of balancing demand and supply, production and consumption of travel services. Incentives include increasing efficiency in a competitive environment, finding ways to better provide "abstract, high-quality travel services" in the context of customer-oriented management.

Optimization is revealed through the simulation of optimal use of the factors of the production of tourist services. The market of tourist services (RTP) performs a number of functions, such as determining the value of a tourist product, organizing consumer access to the product, coordinating

the processes of production and consumption of tourist services, maintaining the balance of supply and demand, stimulating efficiency and minimizing the cost of tourism services production, differentiating sub-objects of the market depending on their efficiency, stimulation of production of services for which there is demand [35, p. 2-3].

Today the infrastructure of tourism is rapidly developing, as well as improving the hotel business (the construction of "resort hotels"). The tourist zones are constantly expanding, which means the beginning of a new era of development of local and world tourism.

International or local tourist services include the following intangible types of business: hotel services, local and foreign transportation of passengers, communications and communications, advertising, excursions and cultural events, entertainment and attractions, catering, sale of souvenirs, shopping tours. Tourism is not only the world economic phenomenon, an actively developed sphere of the world economy, but also a popular type of rest, which significantly influences social, economic and cultural development in the global dimension.

The essence of the market for tourist services is revealed through the concept of competition and competitiveness of its subjects. At the present time, when the supply in the market exceeds demand, it is advisable to talk about these concepts as those relating Primarily to manufacturers and intermediaries in the production of tourist services. The systematization of factors for the formation and development of tourist and recreational enterprises in the market of tourist services is shown in Fig. 1

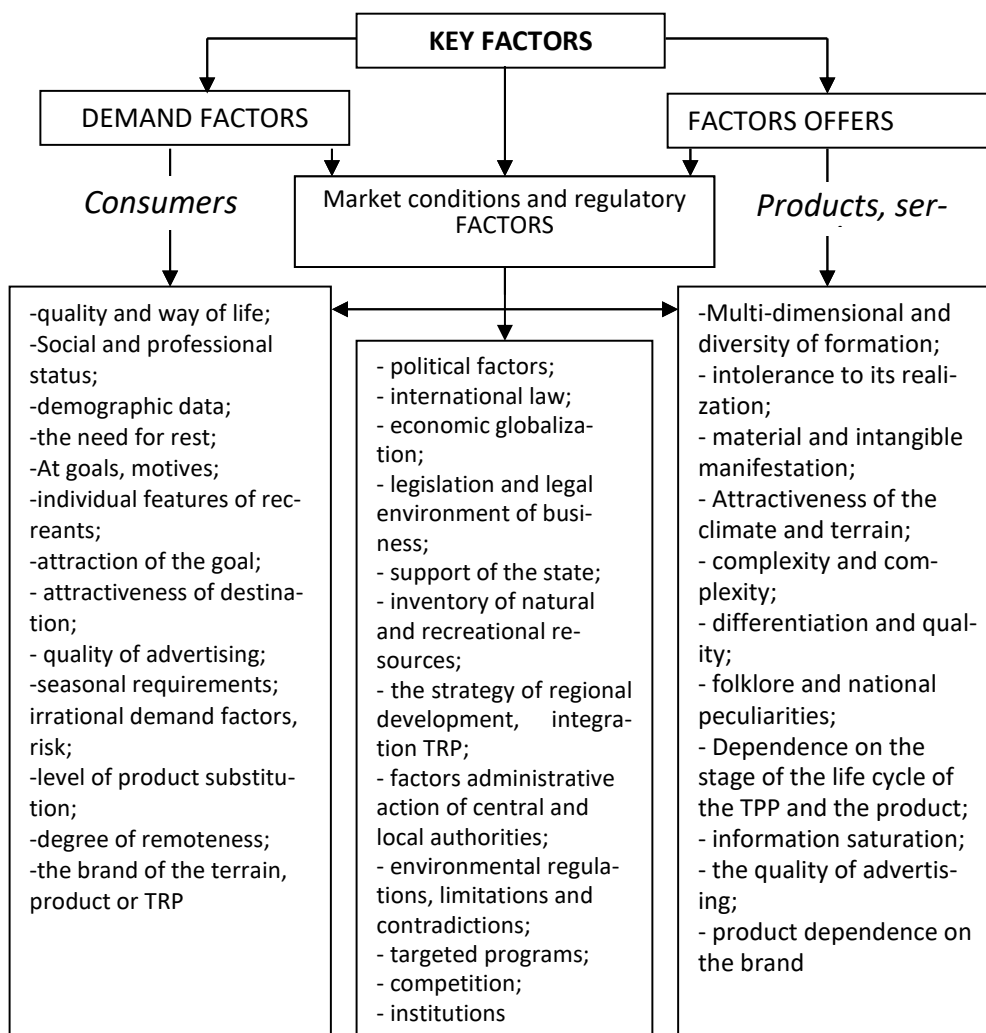


Fig. 1.5. Systematics factors in the formation and development of tourist recreational enterprises in the market of tourist services

Competitive conditions of activity form a specific environment in which the interaction between the producer and the consumer of travel services is mediated not only through the activities of intermediary firms, but also in connection with the information content of the market - through content information about prices, quality of services, etc., which is estimated by the consumer and On the basis of this assessment, decisions are taken on the further use of services and the recommendation of their specific supplier to friends, friends, a wider audience, for example, through social networks. The market generates the relevance of the formation of a participant's behavior strategy. One of the ways of interaction between market participants - producers and intermediaries in the provision of tourist

services is to participate in clusters. The basis of the creation of a tourist cluster is the concept, more than a tourist service - a tourist product. Clustering in the field of tourism takes place on the basis of the exchange of ideas and information, trust, coordination of actions. Tourist clusters cover a group of businesses located in a common region. These enterprises have a common tourist infrastructure, interact in the local market, etc. [74, p. 159]. The conducted research of the theoretical principles of management of enterprises of the tourism industry gives grounds to assert that at the present stage of development due to a significant number of enterprises in the market, other factors, an important factor in successful activity, and less often - the survival of an enterprise is its competitiveness. Market conditions characterize the economic situation, formed at a certain point in time due to the combined effect of various factors and conditions, establishing the ratio and power of the impact of demand and supply, as well as the level and dynamics of prices for tourist services.

Thus, the factors motivating integration with their prerequisites, as can be seen from the material presented, are objective. At the same time, integration itself is inherently subjective, since the tools of "cultivating" competitive associations need defined goals, methods and ways of their implementation, which are developed and implemented by people who build fundamentally new patterns of behavior and interaction. In 1968, the World Tourism Organization (UNWTO) included tourist flows in the system of publishing national accounts under the recommendations of national accounts [11]. For the purpose of international comparison and unification, the World Tourism Organization (UNWTO) has developed international recommendations for Tourism Statistics in 1978 and 1993. The latest version of the International Recommendations for Tourist Statistics is 2015 (International Recommendations for Tourism Statistics

2015) and the Tourism Satellite Account (Recommended Methodological Framework 2015)

Given the accumulation of the results of tourism research and the existing experience of its development, tourism can be defined as an autonomous phenomenon with components of consumption and free time. Its development has spread to the whole world and is now considered a traditional and integral part of everyday life of people [17, p. 36]. According to the above definition, tourism is an integral part of the category "travel", and "visitors" are categories of "traveling" both in the national and international context. The same definition is used and specified within the framework of the balance of payments and the system of national accounts, which is crucial for the exchange and reconciliation of data coming from different sources in order to measure flows and costs of persons engaged in international travel. "Journey" is the activity of travelers who move between different geographical locations for any purpose and for any period of time. A trip can be defined as a way of life of people who move from one place to another in order to develop the environment, which was the beginning of tourism. The journey has an economic effect mainly in the places visited by the traveler, and therefore becomes an important subject of economic analysis. Measuring the costs of persons moving from one country to another outside the country of their permanent residence is reflected in the balance of payments in the category of travel. [19] Participants of the United Nations Conference on International Travel and Tourism, held in Rome 1963, defined the visitor's term in two categories: a) tourists visiting one country and staying in its territory for at least 24 hours for recreation, business, health, education, participation in a mission or meeting or conference, visited I have friends and relatives, religious purposes or sports; b) tourists - people who visit one country and stay in its territory for less than 24 hours

(cruise passengers, visitors to the country without accommodation, crews of ships, airplanes, etc.) For the first time the term "international tourist" was introduced in 1937 by the Committee of Experts On the issues of the statistics of the League of Nations. During the Inter-Parliamentary Conference on Tourism, held in The Hague (Netherlands), on April 14, 1989, The Hague Declaration on Tourism was adopted in co-operation with the Inter-Parliamentary Union (IPO) and the World Tourism Organization (UNWTO) Tourism). The Declaration defines tourism as "the main instrument of international cooperation, the rapprochement between peoples and the factor of individual and collective development, which calls on parliaments, governments, public and private organizations, associations and institutions responsible for tourism activities, professionals in the field of tourism, as well as tourists themselves to take into account carefully its principles as they are described below, and constantly rely on them in their work "[20]. The Schengen agreement of the EU member states has abolished the restriction of passport control of the movement of its citizens among other territories. Today, all citizens of EU countries travel between countries of the "Schengen Agreement" on the internal passports. Freedom of movement and travel, the right to choose the place of study, work and leisure in other EU countries is a significant achievement of European citizens and the process of economic integration. Tourism is also a specific economic science, which is divided into theoretical and applied economics, examines individual spheres of the world and national economy. The theoretical tourist economy studies laws, principles, rules and models for generalizing all economic functions of tourism, and applied - a tourist policy for the purpose of developing a tourism economy in the country. In particular, tourism is a sector of economic science that examines and studies mainly tourism demand and individual factors that shape it (tourist needs, tourist

motifs, consumption patterns, decision making processes, etc.), tourism production, tourist value and tourist offer, indie individual factors that determine it (output, prices of industrial power price), and various economic relations at a certain time and place to meet the needs of tourism [23,p.32].

1.4. Social and economic effect of recreational and tourist services for economic development

Regarding negative influences, unfortunately, the sphere of recreation and tourism can negatively affect the state of the environment. Economic development in the field of recreation is limited by the possibilities of recreational resources and the maximum allowable capacity of the recreational zone. A significant number of places to visit tourists and tourists, characterized by a weak ecosystem that cannot withstand serious violations. Their natural and irrational use leads to environmental problems in the areas of active recreational development. That is why the traffic capacity standards are calculated for each territory separately, based on the specific features of the recreational zone. The selection of a site for a recreation center should include not only the consideration of the potential of this territory for the reception of tourists, but also the environmental parameters for sustainable balanced development of the territory. Significant social and economic effect of recreational and tourist services for the development of the whole economy gives grounds to refer this sphere to the so-called public goods, which means the need to combine the possibilities of a market system of organization of economic activity in this area with well-considered state intervention. The nature of recreational services that is unique to health and life of consumers, the presence of significant positive and negative external effects of the functioning of recreation and tourism cause the need for state influence on the mechanisms of their supply and implementation. The imperfection of competition and the market mechanism is that they exclude from the consumption of these services significant needs and groups of consumers that cannot be provided with money. In the pure market of recreational

services, market self-regulation is not able to provide socially meaningful services. The achievement of the social effects of the functioning of the recreation and tourism sector is possible only if the state intervenes on the basis of the simultaneous application and combination of elements of the regulatory influence of public and state structures, as well as self-regulation of recreational entrepreneurs. Thus, the organizational and economic mechanism of development of the recreational and tourist sphere includes both the establishment of general rules of operation, as well as a certain freedom of economic activity [39, p. 274-275].

The essence of the concept of recreation and tourism sphere and its structure is explained above. According to the logic of economic analysis, we are interested in the peculiarities and results of economic activity in this area, but at the same time there is no doubt social outcomes. That is why it is necessary to determine what should be understood by the concept of social dimension.

In the sociological encyclopedia, social measurement (English social measurement, German sozialer messen,) is interpreted as an expression of various characteristics of social objects and the relationships between them in the form of numerical values. Social dimension is based on the system of indicators in the form of empirical indicators and mathematical symbols (indexes) [40].

In our opinion, this definition is one-sided, because social values can have not only social objects. It is the discovery of such social aspects of activity, social influences and effects is the subject of our study. Thus, under the social dimension of the recreational and tourist sphere it is worth understanding the characteristics of the social aspects of its functioning. Such a characteristic may be represented by a system of socio-economic indicators regarding the state, characteristics and results of recreation and

tourism activities. Considering the importance for society and the wide range of results of the functioning of this sphere, it is useful to highlight, in our opinion, the following aspects of its social performance: positive and negative, internal and external, direct and indirect effects. Positive and negative effects. Positive effects are the impact on the improvement of various aspects of the life of the population and the economy as a whole, as discussed in detail above. Their list can be continued further. Regarding negative influences, unfortunately, the sphere of recreation and tourism can negatively affect the state of the environment. Economic development in the field of recreation is limited by the possibilities of recreational resources and the maximum allowable capacity of the recreational zone. A significant number of places to visit tourists and tourists, characterized by a weak ecosystem that cannot withstand serious violations. Their natural and irrational use leads to environmental problems in the areas of active recreational development. That is why the traffic capacity standards are calculated for each territory separately, based on the specific features of the recreational zone. The selection of a site for a recreation center should include not only the consideration of the potential of this territory for the reception of tourists, but also the environmental parameters for sustainable balanced development of the territory. This issue is the subject of constant attention from domestic and foreign scientists, as well as the WTO, UNEP and other international organizations [41, 42, 43, 44, 45]. The negative impact of tourism on countries that do not have sufficient technical and financial capacity to replenish the resources used by tourists and eliminate their waste is often considerably higher than the damage done to the environment by the local population [46, 47]. The international community is increasingly concerned about the negative impact of tourism on the environment, namely: degradation of natural

landscapes due to excessive consumption of resources; building of land; contamination of natural objects; a threat to wildlife and habitats of animals and birds; loss of biodiversity and, finally, violation of local customs and communities, etc. In this regard, the urgent task is to develop new models of environmentally safe development in the interests of the entire society.

Internal and external influences. The social performance of the recreation and tourism sector can be manifested at the domestic level, when the following results of its functioning are estimated: population coverage by different types of services, dynamics of revenues from sales of services, etc. In addition, this area definitely affects the external environment - the economy of the region and the country as a whole, reflected in the level of employment, the development of related industries, contribution to GDP, etc. [34].

The general algorithm for assessing the social performance of recreation and tourism should include the following steps:

- estimation of nature-recreational potential, analysis of the state of recreation and tourism infrastructure, labor-saving provision;
- definition of the system of indicators and analysis of social performance of the sphere;
- development of proposals for strengthening the social direction of functioning and development of recreation and tourism sphere.

The results of analytical research are the basis for constructing the concept of its development, which includes the setting of priorities of recreational and tourist activities, the main directions of its implementation and optimization of the location of objects (their combination and layout). The development of such a concept should include certain social priorities and goals, and build on existing natural, human, technological and material potential. Since the 90s, under the influence of the processes of the expansion of market relations and humanization of research increasingly

focus on the study of spatial patterns, features of recreational activities and the placement of recreational facilities. During the last 10-15 years there were transformations of recreational and tourist needs of the population, spatial structure of recreational and tourist systems, organizational and legal forms of activity in this sphere continue to change. The optimum development of the latter requires both the use of market mechanisms and a balanced public-public influence in order to minimize the negative effects of market economy. That is why environmental and sanitary norms of use of nature-resource potential, coordination (harmonization) of interests of local residents and tourists and recreational resources of the territory are important. Recreational zones have their own borders, which often do not coincide with administrative territories. This necessitates the construction of an appropriate management system for different recreational areas that may be part of the administrative territory or cover even parts of different regions. Management of recreational zones must necessarily take into account their size, functional purpose, geological, landscape, ecological, cultural-historical and other parameters. The successful functioning of the recreational zone involves the creation of an efficient transport, information, energy, water supply and sewage, service and other infrastructure. The main problem is that all this together does not harm the nature-resource and ethno-social potential of the recreational zone [48, 49]. That is why the main goal and the defining principle of effective and socially oriented management in the field of recreational and tourist activities should be to ensure maximum satisfaction of visitors while minimizing its negative impact. The basic concept in determining the optimal ratio of the use and conservation of nature-resource potential is the so-called capacity of the territory, that is, the level of its use, which it can provide, provided that the high level of satisfaction of tourists and tourists

and the insignificant influence on resources remain. Bandwidth is estimated by many criteria and is determined primarily by administrative decisions. At the same time, natural, social and managerial factors are decisive. The formula for assessing the throughput potential of the recreational use area is traditionally based on the average standard expressed in m^2 / person. However, it is difficult to calculate, and carefully in each particular case, since it covers at least three unknown capacities - material, psychological and environmental. Current scientific tasks in this area are the calculation of the threshold values for the degradation of recreational zones from the number of visits. This involves taking into account the quality of soils (from sand, loamy to black soil), the type and density of forest plantations (steppe vegetation, coastal strip) and other factors for temperate climates, in particular the determination of the ability to recover from anthropogenic pressure. These values are individual for each recreational zone and are experimentally. Similar data in other climatic zones may have an effect different from those obtained in temperate climates. Estimated thresholds for environmental degradation can be applied with known approximation for any region of Ukraine, which will enable planning and creation of recreational zones with the expected limit of the flow of visits, that is, the capacity of recreational facilities. The complexity of research data is that such developments are carried out by teams of scientists, which includes specialists of various profiles - from soil biochemistry to climatology. Such an order for science throughout the country is only possible in the recreational sphere with its budget for research work. In this regard, the question arises of scientifically grounded regulation of recreational loads on recreational zones. The only method of determining the load on the environment is not only in our country, but also abroad. Modern authors simultaneously use the terms anthropogenic load and bandwidth potential,

or adequate optimal load [50, p. 166]. The greatest load that can withstand the recreational facility without serious damage to local resources, the negative impact on the impression of travel and the emergence of socio-economic problems in the population - is the bandwidth potential of the territory. Such a load on it, which does not lead to the ecosystem to the limiting state and, as a result, irreversible changes, represents the limit of environmental tolerance, and not the limiting value of limiting factors. The optimal load characterizes the recreational zone along with the quantity and quality of recreational resources in terms of the level of caused or expected damage (pollution, logic, noise load, state of health of the population). In determining the optimal load or capacity of a specific recreational zone, in addition to assessing anthropogenic impact on natural biosensors, the health of the local population and recreation should be taken into account. The capacity of the recreation zone is increasing with the reduction of anthropogenic load on natural and recreational resources, which also depends on the qualitative level of environmental technological processes and the ecological consciousness of society as variable variables (the influence can be positive and negative), and to a lesser extent - from the capacity of the recreational zone. From the point of view of the link between the socio-economic and environmental factors that restrict the use of the territory, it is necessary to take into account the minimum burden on recreational resources. The latter has a cost-effective meaning and takes into account such a visit to the recreational zone, which allows the return of investments spent on the construction of all objects, environmental protection and operating costs [51, p. 115-116]. Foreign and domestic scientists in the most general form have defined approximate normative indices of recreational load for various natural complexes. In Ukraine, the throughput potential is considered acceptable if it meets the requirements

of the State Construction Standard DBN-360-92 for recreational territories. However, he insufficiently takes into account the impact of recreational loads on the environment and shows a rather negligent attitude in our country to the natural heritage. There are also norms of recreational loads depending on the stage of forest aggregation in different conditions of their growth [52, p. 108-109]. In the calculation of the throughput, it is necessary to take into account such natural factors as the size of the territory and the area suitable for recreational activities. Often only a small part of a large area is reserved for recreation. The optimal load (capacity) also depends on the load norms, the time of stay of the tourists within its limits, the duration of the favorable weather period. According to scientists, it should be determined for each season [53], as well as the capacity, which depends on the scale of the tourist center, the natural conditions, the value of recreational resources. It should be noted that the greatest threat to natural ecosystems is the recreational activity outside the recreational complex, that is, in the area of regulated recreation of national natural parks (NPPs), which, according to its purpose, is an ecotourism zone of a natural park. According to the results of the analysis of the methods of calculating the optimal recreational load [42, 44, 54, 55], it is advisable to calculate the capacity of the territory not in area, but on the basis of linear loading (the recreational capacity of the paths with rest areas). In particular, L. Kobanets gives a formula for determining the capacity of the zone of regulated recreation (ecotourism recreational area):

$$C_r = \frac{S_{rpj}}{K_c \sum_{i=1}^n W_i L_i + \sum_{j=1}^m N_d \frac{T}{t}}, \quad (1.1)$$

where C_r - optimal recreational load, person / day;
 K_c - correction coefficient, taking into account violation of plant cover,

consolidation of soil during laying and improvement of tracks (from 1.5 to 2.0 for broad and narrow stitches, respectively);

W_i - width of the trail on the i -th section of the route, m (usually 1,5-2,0 m);

L_i - length of the i -th section of the route (between nodes of the network), m;

n - the number of sections of the network;

S_{rpj} - the area occupied by the j -th object of the show, the rest point, etc., in m^2 ;

m - the number of objects of the show, the points of rest;

N_d - norm of distribution of resters along the paths, which prevents physical and moral discomfort while passing the route (depends on the curvature, the width of the path, the type of vegetation, the fauna, etc., to be determined in each case separately), person / m^2 ;

T - duration of the world day, h .;

t - average length of stay in a recreation zone, hour / day [55, p. 102].

In this case, the uniformity of the distribution of tourists and tourists along the tracks, which in the world practice is carried out by means of monitoring, is of special importance. To this end, a number of measures are being taken, including timely (possibly temporary) closing of overloaded areas and encouraging visits to vacant ones. Through managerial decisions, it is possible to increase the throughput, including through the planning of paths for the purpose of wider distribution of tourists and tourists through the territory of the natural park; reduction of contradictions between competing types of use (for example, allocation of sites for special campsites, green hotels and parking lots for unorganized tourists); carrying out of informative and explanatory work; increasing the strength of renewable resources (for example, materials for road surface); construction

of accommodation and servicing of tourists and tourists, development of incentive policies for visiting the park in the off-season period [56]. Thus, the introduction of a methodical linear approach to the calculation of the recreational capacity of natural areas, together with the creation within the natural parks of recreational and tourist enterprises of an innovative type (annual water parks of high capacity) and the levying of rent for the use of natural recreational resources from enterprises, will promote the sustainable development of recreational and tourist activities in natural parks, improvement of economic-ecological and social conditions in the regions. In determining the most urgent directions of development of recreational and tourist research in the social aspect, one should pay attention to the following:

- formation of the concept of sustainable development of recreation and tourism at different territorial levels;
- study of tourism and recreation as systematically organized phenomena, analysis of modern trends in their development;
- development and standardization of a comprehensive methodology for assessing the tourist and recreational potential of the territory at the national, regional and local levels;
- scientific substantiation of boundaries, models of designing and development of tourist and recreational special economic zones taking into account allowable recreational loads;
- development of the mechanisms of management of recreational zones on the basis of the formation of a system of statistical accounting, processing and analysis of tourism data, development of information and reference and mapping of recreational and tourist activities;
- Creation of short-, medium- and long-term forecasts for the development of regional and local recreational and tourist markets on the basis of their

monitoring [57-64]. Determining the optimal loads of recreational zones plays an extremely important role in terms of implementation of environmental development of territories. Another relevant aspect of computing the social performance of the functioning of recreation and tourism is the implementation of social diagnosis, which requires an appropriate algorithm for determining the social results of different spectrum. The process of determining the social indicators of recreation and tourism activities is expedient to carry out in stages: collection of primary information, its processing and analysis, identification of problems, ways of their solution and priorities. Depending on the purpose and the specifics of the investigated processes, both general scientific and specific methods can be used. At the stage of processing and analysis of information, in fact, diagnostics of problems, factor analysis, comparison of various information, etc. [65]. The term diagnosis (from Greek: diaghostikos - the ability to recognize) is most often used in medicine to determine the process of recognizing the disease, establishing a diagnosis [66]. That is, social diagnostics involves identifying the degree (level) of conformity (inconsistency) of the actual parameters of the social situation (number of resources, quality of objects, prevailing social settings), social expectations (reference model of the social object), followed by a comprehensive study of the causes of the existing deviations. The tasks of social diagnostics - to collect, process and analyze the state of the social sphere of the country in order to monitor the results of the socio-economic policy of the state and to develop proposals for making certain adjustments [67]. The concept of social diagnosis can be understood as a separate study of a social problem (situation) or a stage of a more comprehensive study aimed at obtaining information and substantiating recommendations. In the national sphere of recreation and

tourism, it covers a range of measures, methods and methods of assessment that enable to determine the level of social well-being, the degree of satisfaction of users of services and subjects of its economic activity. At the same time diagnosis should be carried out on the basis of interdisciplinary connections of social work, economics and other spheres of scientific knowledge. The objectives of social diagnostics in the field of recreation and tourism are to clearly assess the state and identify problems with the satisfaction and coverage of the population with tourist health services. Such an assessment is the basis for determining ways to expand the opportunities for people to use free time in order to improve their health, cultural awareness and sport activities, and predict further development of the recreational and tourist sector. Diagnostic function is one of the main in demography, social economy and politics. The task of social diagnosis is to identify the problems that need to be addressed in order to achieve the goal of improving the social aspects of life of the population. The purpose of social diagnostics of recreation and tourism is to establish those results that directly characterize the social aspects of the functioning of the investigated sphere in the economy. That is why the diagnostic task is first and foremost a definition of the frame of indicators that characterize the important social aspects of the functioning of the recreation and tourism. These indicators can relate to the characteristics of the actual operation process, and its results. In general, all aspects can be represented by a system of indicators for diverse and multilevel performance. These results may have, in the first place, an internal (from the point of view of the functioning of the sphere) and an external (value for the whole economy) character; secondly, direct manifestation (the number of tourists, well-off persons, the number of business entities, etc.) or mediated - after a certain time (improving health, duration and quality of life of the population, etc.).

Thirdly, the detection of a given set of results is important not only in the current (up to 1 year) period. Indicative is the identification of general trends in the medium-term (up to 3 years) and perspective, strategic (up to 5 years or more) terms. Fourth, the whole set of resulting indicators can be conventionally divided into those that characterize the phenomena or processes in kind (the number of tourists, the terms occupied in recreation and tourism, enterprises, etc.), or in value (the volume of services sold, incomes sub ' objects of entrepreneurial activity, household expenses for rest and recreation, etc.).

Fifth, the analysis always involves a certain level of research (local, regional, or macro level).

The importance of social goals as guidelines for the development of recreation and tourism needs to be defined and clearly documented in public policy. Moreover, the goals should be established both in the current period, and in the medium term and, of course, in the long run. Current (nearest) goals are outlined by the zone of the immediate development of the recreation and tourism sector. They determine the achievements of local results, which nevertheless give the opportunity to create conditions for achieving the strategic goals of the development of the investigated sphere. The following may be the main objectives: increasing population coverage of recreation and tourism services in general and certain categories thereof, improving the quality of services, improving infrastructure, etc. Each subsequent (operational) goal envisages the possibility of more complete satisfaction of the needs of the population and economic entities in the field of recreation and tourism. Strategic goals are related to improving welfare, improving the quality of life of the entire population and human development in the country as a whole. Systematization of goals allows to more clearly construct a hierarchy of social goals, to specify work on

continuous monitoring and to determine the effective ways of their achievement and implementation. Thus, the results of social diagnostics should become the basis for the decisions and recommendations adopted and further implemented in the management of the development of recreation and tourism. An analysis of the status and general trends of the population (total and individual groups) coverage of the relevant services, the number of economic entities, employment in this area and related industries is very important for determining the social priorities of development of the recreational and tourist sphere. On the one hand, an increase in the number of people receiving high-quality health and tourism services is the basis for improving the quality of life of the population. On the other hand, the growth of entrepreneurial activity and employment in this area also have a positive social significance for the country as a whole. The findings in the complex are important for setting socially significant goals and continuous monitoring of their achievement (Figure 1.5) at the local, regional and national levels. An important component of social diagnostics should be financial and economic diagnostics, aimed at assessing the financial status of business entities, analysis of price policy, the ratio of demand and supply in the market of recreational and tourist services, etc. Consequently, as a result, the range of questions for the study is substantially expanded and there is the possibility of solving complex strategic problems. Fig. 1.5. The totality of the goals of social development of recreation and tourism (developed by the authors)

In a market economy, recreational and tourist enterprises enter into a competitive relationship in the market of services provided. In order to avoid their bankruptcy and ensure high competitiveness, constant and systematic financial diagnostics is required. Economic activity of recreational and tourist enterprises is influenced by a

complex of internal and external factors of financial support. Among the most effective are the following: the form of ownership and organizational and legal forms of activities of enterprises, the actual size of providing recreational and tourist services, financial status, the theoretical and practical possibility of attracting additional financial capital from different sources, strategic goals and current tasks of functioning over a certain period of time, financial policy of the enterprise, level of management, etc. Therefore, the following data are important for assessing the financial condition of recreational and tourist enterprises: the structure of service costs; the volume of financial results; the volume and structure of financial capital and sources of financial support; structure of accounts receivable and accounts payable; indicators of financial flows. The social significance of financial diagnostics lies primarily in the fact that the volumes of financial activity (and their trends) indicate the scale of entrepreneurial activity and its efficiency, the coverage of the population by services, the level of incomes of both entrepreneurs and consumers of services. The analysis of financial indicators enables to substantiate conclusions about the dynamics of incomes of the whole population and entrepreneurs of recreational and tourist activity.

At a higher level of economic analysis, it is important to determine the contribution of this sphere to the gross regional or national product. On the basis of the generalization of the above, a systematized representation of the set of results and the corresponding indicators in the matrix of social diagnostics is presented (Table 1.2).

Indicator	Direct results	Indirect results
Internal results	Reach population with recreational and tourist	Improvement of health indicators and life expectancy

	<p>services.</p> <p>Coverage of certain groups of the population by recreational and tourist services.</p> <p>Provision of employment in the field of recreation and tourism activities.</p> <p>Increasing the scope of activities and incomes of business entities in the field of recreation and tourism</p>	<p>of the population.</p> <p>Improving the quality of life of the population.</p> <p>Raising the cultural and patriotic level of the population.</p> <p>Implementation of a healthy lifestyle.</p> <p>Improvement of the quality indicators of the sphere of recreation and tourism (improvement of the quality of service, improvement of material and technical infrastructure, diversification of services)</p>
External results	<p>Development of related industries.</p> <p>Growth of employment in the economy.</p> <p>Increase in population incomes.</p> <p>Increase of GDP</p>	<p>Acceleration of socio-economic development of cranes.</p> <p>Improvement of human development indicators</p>
The form of	Natural quantities	

manifestation	Cost Measurement
Level	Local Regional Macroeconomic
Term	Current Medium Strategic term

1.5. Conceptual and theoretical models of economic regulation of regional tourist and recreational complex

Conceptual and theoretical models of economic regulation of the development of the regional tourist and recreational complex thus, as we have been recognized, the tourist-recreational complex is one of the most important blocks of the non-productive sphere of life of society - its social infrastructure, and tourism directly has a significant potential as an instrument of economic development of regions and the state. Tourism is now one of the most dynamic sectors of the world economy. In particular, according to the forecast of the World Tourism Organization (WTO), by 2020 the number of international tourist trips will increase from 564 million a year to 1.6 billion, that is, almost 3 times; tourism revenues, in turn, will grow from \$ 399 billion. up to 2 trillion dollars in a year. Note that these indicators characterize only the volumes of international tourism, which, due to a number of reasons, is to a large extent the object of attention of scientists, politicians and non-governmental organizations. The share of domestic tourism accounted for 80% of the total number of tourists in the world (according to the WTO, the ratio of domestic and international travel in the world by 2020 will be 10: 1) [61]. The task of effective economic regulation of the tourist-recreational complex is one of the priorities for the regions of Ukraine. This is especially true for territories traditionally specializing in tourism. The state is interested in the development of such territories, due to their uniqueness in performing the functions of health improvement and rest of the population. The system of economic regulation of the development of tourist-recreational complex includes subjects and objects of regulation. The ambiguity and versatility of the concept of the object of regulation of the tourist-recreational complex determine the complexity of management. The theory of economic

regulation in its classical form offers a fairly clear definition of the object of regulation - this is what directed cognitive or other activities. In this correspondence, the object of regulation is RTRK, which consists of three subsystems - "region", "tourism", "recreation". Their complexity and ambiguity and their associated phenomena, relations and processes determine the difficulties and contradictions of the object being studied. At the same time, any of the existing tourist and recreational complexes has its history, stages of development, structure, internal organization, specialization in certain types of tourism and recreation, its advantages and disadvantages. In the process of tourist and recreational development of the territory of the TVK creation is inevitably and objectively necessary, since the TVK serves a higher stage of organization than separate tourist and recreational facilities (detailed in sources[89,119,160]). The formation and development of the TVC is the transition from the "focal" creation of tourist and recreational facilities to their integrated and purposeful construction. As a rule, there are two groups of preconditions for the formation and development of TVS: natural and socio-economic. Natural is often the basis of the formation of TRC. They in the majority of cases determine the tourist and recreational specialization of the complex. For example, the presence of mineral springs, healing mud leads to the creation of balneological resorts (Karlovy Vary in the Czech Republic, Druskininkai in Lithuania, Kislovodsk in the North Caucasus, Naftalan in Azerbaijan, Truskavets, Skhidnitsy in Ukraine); the picturesque combination of mountains, comfortable slopes, forests - to the organization of TRC, ski centers (Oberhof and Oberwiesenthal in Germany, Zakopane in Poland, Courchevel in France, Strebske-Pleso in Slovakia, Bukovel in Ukraine). However, today, based on the experience of Ukrainian regions and other countries, two main ways of economic development of TPCs are

possible. At the heart of the first way are the former schemes for the placement of tourist and recreational facilities. In this way there are regions with historically formed tourist and recreational economy (Black Sea coast, Azov coast, Carpathians, etc.). The priority task for such regions is to restore, reconstruct and develop already existing objects. Recognize that the second way involves the new development of areas that previously did not differ in their concentration objects tourist and recreational purpose. The researchers identified three main options for the emergence and development of a new form of TRC:

1. Local natural resources serve as the main stimulator of the development of tourist-recreational complexes.
 2. TRK is formed on the basis of large urban agglomerations with a highly developed economy (Baku - Absheron Peninsula, Moscow region, recreational areas near Kiev, etc.). Residents of large cities form the demand for rest, and this affects the organization of recreation. Typically, these are regions with favorable economic and geographical location, developed transport network and production facilities capable of serving tourist and recreational facilities and mastering tourist and recreational potential.
 3. TRCs are developed on the basis of the influence of social, national, historical, architectural, archeological, national and other factors (Suzdal, Vladimir - the cities of the Golden Ring in Russia, Mtskheta in Georgia, Venice in Italy, Golden Horseshoe in Ukraine, etc.).
- In addition to the prevailing preconditions for the economic development of TPCs, which include the presence of local natural resources, a large urban agglomeration with a highly developed economy (for example, numerous recreational complexes may be used in almost cities) or specific national, historical, archaeological and other similar factors, it is necessary to highlight additional prerequisites that are relevant for the current stage of

development of tourism as a specific lifestyle. The first of these prerequisites is the presence of a relatively sparsely populated spatial complex, within which the natural ecological environment typical for a given area remains. Such territories can serve as a base for the formation and development of specialized tourist and recreational complexes, users of which will be two main categories of clients. The first one - clients interested in environmental tourism - is the direction of the most dynamically developing tourism industry. The second one is consumers whose activities are connected with a large number of interpersonal contacts. On the basis of such growth points in regions, "unique" tourist and recreational complexes can be formed, the demand of which will be provided on the market with the growth of the number of identified second category of consumers. The second, discovered in the framework of this study, the precondition for the development of a tourist-recreational complex is the need for a certain category of tourists in acquaintance with the absence of specific national, historical, archaeological and other similar factors. An example of satisfaction of such a requirement from the point of view of international tourism is the growing flow of inbound tourism to oil in the countries of the Middle East (for example, Qatar), the characteristic feature of which is the lack of historical and archaeological values. On the contrary, the center of attraction of tourists in this case becomes an opportunity to get acquainted with a culture that has no significant traditions, culture at the stage of formation, which is a particularly significant factor for tourists who represent civilizations with a long-established, well-established culture. On the basis of such growth points can be formed "dynamic" tourist and recreational complexes, attractive for clients who are interested in the processes of development of civilizational formations. Therefore, the identified preconditions allow us to determine

that each meso-regional socioeconomic system has at least one growth point for the formation of a tourist-recreational complex on its territory, which is of fundamental importance for the development of a management system for the tourism industry and recreation in the region. Next, it is necessary to identify the stages of economic development of the tourist and recreational complex, characteristic of each of the above types of TRC:

1. Simple agglomeration of enterprises of various recreation and tourism sectors (sanatorium, campus, camp).

2. Specialization of the territory.

3. Formation of the territorial structure of the TRC.

Depending on the main profile of the TRC, the following types are defined:

1) sanatorium and resort, which includes specialized sanatorium and medical institutions (sanatoriums, hospitals, hotels (with special equipment rooms), dietetic food companies). Persons of the specified type of TRC must be staffed with doctors, middle medical personnel, massages and other specialists of the corresponding medical profile (necessary medical equipment and special transport);

2) tourist and recreation, which includes holiday houses, tourist hotels, bases, camps, shelters, motels, campsites, hire points for tourist and sports equipment, ski lifts, horses for rent, skiers' schools, mountaineers, horse riding, sailing -recreational complex: instructors of tourism, mountaineering, skiing, conductors, porters of mountaineering equipment);

3) hunting and fishing, which is aimed at the use of such facilities for accommodating holidaymakers: shelters, hunters' houses and fishermen, as well as such facilities as boat stations, inventory rental, smokers, etc. (frames: seagers, conductors, etc. Special transport is required -

snowmobiles, horses, carts next to motor vehicles, helicopters);
4) Combined, combining the features of several others (given its complex nature, the TRC has a complex production, economic, social and infrastructure construction).

For example, neoclassical theory more closely coordinates the factors of development and technical support, and explicitly focuses on the development and implementation of technical innovations. Technical progress lies at the heart of expanded reproduction, generates opportunities for the creation and consumption of goods in the future [104]. Improvement of technical conditions of production takes place on the basis of introduction of "technical innovations". This process causes a reduction in production costs and prices, an increase in profit margins, an increase in wages and an increase in production. As driving factors of technological progress are considered: demographic factors, transformation of needs, toughening of competition [138]. The neoclassical school, speaking with the thesis "the will of entrepreneurship", has always advocated the need to increase the number of innovations in the economy. Neoclassicists introduce differentiation of production technologies, substantiate their different profitability, agree on price aspects of the use of certain technologies [11, 104]. However, the neoclassical direction considers not only the improvement of production technology, but also the creation of new products and services, which determines the impact of different types of innovations on economic development.

We believe that the reproduction of RTRK requires clarification that the main purpose of its development can be defined as the formation of a competitive TRC as one of the leading branches of the territorial specialization of the region. The indicated branch provides the growing demand of consumers for the satisfaction of their needs in tourist and

recreational services. Its functioning makes a significant contribution to the socio-economic development of the region by increasing the revenue part of state and regional budgets, inflow of investments, increasing the number of jobs, improving the health of the population, preserving and rational use of cultural-historical and natural heritage. An important role in this is played by the system of regulation of the processes of providing services to the public transport company, regulating the methods and functions of the system, the subject-object relations of the complex, the relationship between service and information technology. These technologies, possessing high transformational capability, allow to effectively coordinate the dynamic situations inherent in the field of recreational services. A well-established management system provides the basis for the most effective integration of the execution of individual operations for services. For example, within the regional TRC, it is possible, using the principles of planned budgeting, to build an effective scheme for redistributing (allocating) financial flows from more profitable sectors (entertainment, etc.) to less cost-effective (for example, placement facilities) in order to sustain the economic development of the entire PCU.

The significance of the formalization of such a scheme for the implementation of the function of macroeconomic regulation is determined by the fact that the TRC provides the needs for relevant services not only for visiting tourists, but also for the local population, thereby contributing to a significant improvement in the quality of life in the region. Economic entities of the tourist and recreational complex, providing services, accumulate service functions at the level of structural units that form a hierarchy of management. Therefore, the system of management of operational processes of the TPC as a whole and its individual objects should consider the possibilities of the coordination and integration of

service processes of related economic entities, the need and reserves of expansion of production capacity of TPC, increase in productivity and improve its quality. This is ensured by the interconnection of the production, investment and innovation potential of the economic entities included in the complex, in the implementation of which the achievement of the main goal occurs with the best performance indicators of service production. The tasks can be successfully implemented by applying the following methods:

1. Reengineering as a method of increasing the efficiency of economic development of economic entities TRK. At the heart of improving efficiency of production organization of tourist and recreational services are optimal management solutions to most accurately determine the correct ways to achieve the goals and structure necessary resources. The development of decision-making information systems requires the creation of methodological bases for their functioning to accurately determine the feasibility of performing certain types of services. The created information systems provide a lot of incoming information channels, which include the results of marketing research, which form portfolios of orders, regulatory and legal databases. Reengineering abrupt allows significant improvement of businesses, provide them with necessary and sufficient information to make decisions in planning and regulation. Therefore, it is necessary in orientation of the subjects of the economy to radical changes in the main economic indicators, such as cost, quality, speed of service. Reengineering implements the properties of the information and decisive system of production of tourist and recreational services, the main content of which are information flows. The role of the latter is to ensure the flow of business processes in the given optimal modes based on the principle of feedback. Feedback in the system is provided by analyzing the quality,

quantity and cost of services. Initial control ensures this connection throughout the service delivery period, which allows adjustments in the regulation of the production process of the service and thus increases its efficiency. Initial control involves processing and analysis of information on the tasks performed from different workplaces, identifying insufficient information and comparing it with the plan. Decisions on routine (routine) actions are taken by the system of economic regulation on the basis of developed instructions (methodologies) for the provision of services throughout the range of services. The external environment, changing the production situation, dictates the change of methods and instructions, service schemes and database maintenance. The system of economic regulation compiles reports and reports for top management managers in order to form new economic goals and objectives. Over time, the system adjusts the functioning of both evolutionary and spin-off development of the service sector, assesses the organization of production services, decision-making process and the choice of tactical, strategic goals and means of achieving them. Thus, the technique of reengineering involves a radical reorganization of the whole production process on the basis of its design from the initial to the final events in order to increase the efficiency of tourist and recreational production. It is expedient to use reengineering in the case of identifying unfavorable tendencies for their activity in the field of financing, competitiveness, profitability and level of demand. Many regional economic actors are now losing traditional segments of consumers, as competing economic entities respond better to the requirements of the market environment and are better adapted to demand and market conditions in general. One of the reasons for the ineffectiveness of the activities of regional economic entities is the weakness of financial regulation, the lack of flexible management structures, which adversely

affects the overall level of business activity and the sustainability of economic growth in the region. In these conditions, cost management should be geared towards fixing variable and fixed costs, regulating fixed costs, and compulsory valuation of variables. To implement these tasks, it is advisable to use the principles of reengineering. It should be borne in mind that the implementation of reengineering is also carried out by successful economic actors who are immediately responsive to changes, whose task is to quickly build a gap between the closest competitors and create unique competitive advantages within each PCS. The method of regulating incomes of economic entities of the tourist and recreational complex is known now. To improve the financial performance of tourist-recreational economic subjects, the use of the method of income regulation is directed. It is well-known that tourist and recreational services are not subject to conservation or accumulation, so the income management method is aimed at optimizing the sales of a product that is not stored. This regulatory tool involves the use of real time as the primary time criterion. In practice, for adjusting incomes, you must set flexible prices for one and the same product, the values of which depend on the sales date of the product and the time when this product becomes useless. This leads to the need to develop appropriate tariffs for the services offered and the allocation of certain volumes of these services, ie so-called quotations. The method of income regulation can be used by tourist and recreational economic entities of different profile, taking into account their specifics. This method has the following advantages: a) improving the financial and economic indicators of economic entities by adapting to the market in real time mode and taking into account possible changes in the absence of a clear segmentation of consumers; b) qualitative adjustment of the marketing policy of economic entities based on the modification of the

marketing strategy, if its direction does not correspond to promising changes; c) maintaining a flexible pricing policy by developing a variety of tariffs that allow consumers to take full account of consumer demand; d) increasing the competitiveness of the market for tourist and recreational services due to the diversity of the price offer; e) increase of profitability of each service of the nomenclature of the enterprise.

Despite the convincing advantages of the method of regulating incomes, he has not yet received the proper distribution in the practice of domestic enterprises of tourism and recreation. This is due to the lack of market research, the bank of customer statistics, the inadequate qualification level of service and management personnel. At the same time, foreign managers, using this method, seek to increase the income of one service by 3-5% in high season. Note that the full revenue management system should include a number of elements such as a database, an analysis and forecast module, an optimization module, a diagnostic module, a user interface, and an interface with other systems. The use of a revenue model should provide the principle of integrity, on the basis of which the system, in the event of deviations, issues an appropriate warning to managers, and automatically introduces certain changes that allow optimizing the financial result of the enterprise. It should also indicate the important role of the capital structure of economic entities of the tourist and recreational complex in the economic regulation of the development of RTRK. According to what we note, in today's economic conditions, the management of the formation of sources of funding for the activities of economic entities of the tourist and recreational complex and the justification of the optimal parameters of capital for any economic entity within the RTRK actualizes the problem of establishing its structural proportions, the connection of which with the final results of the activities of economic entities significant. Then, by

optimizing the ratio of molded equity and borrowed capital, a sufficient level of financial profitability is ensured, a stable financial equilibrium of tourist-recreational economic subjects is maximized, and their market value is maximized. On the basis of optimization of the structure of sources of capital attraction, a significant increase in the level of solvency of economic entities is ensured. The capital structure plays a prominent role in shaping market value by regulating the weighted average cost of capital. At the same time, in equity, should be considered not only the originally invested joint stock, equity or individual capital, the formation of the authorized capital of the enterprise, but also its accumulated part in the form of various reserves and funds, as well as the expected reinvestment of retained earnings. Accordingly, borrowed capital should be considered in all forms of its use, including financial leasing, commercial credit, internal payables. A more detailed structure of capital allows us to explore the features and develop appropriate recommendations not only for large economic entities, but for medium and small enterprises, whose access to the long-term capital market is limited. In this case, the role of the capital structure in ensuring the growth of the efficiency of the use of aggregate assets of economic entities can be eliminated. Effective capital formation in the context of its separate types is the most important condition for ensuring financial stability of economic entities. The rational structure of the formed capital allows to reduce the level of financial risks of activities of economic entities and prevent the threat of their bankruptcy. It should be noted that the assessment of the genesis of theories of the structure of capital shows that the most acceptable to the practice of financial management of economic entities is a compromise concept of the structure of capital of economic entities. The compromise concept of capital structure, based on the studies of Miller, R. Masilliss, J. Warner and

some other contemporary economists, includes in the mechanism of formation of the capital structure a number of real conditions for the functioning of the economy and the market: the factor of profit taxation, the risk of bankruptcy of economic entities, full the cost of borrowed capital, including the initial cost of its involvement. These factors in aggregate form a certain ratio of the level of profitability and the risk of using the capital of an economic entity for its different structure. At the same time, the level of profitability of the used capital is characterized by an indicator of its weighted average value, which takes into account operating expenses for attracting some of its elements in the capital market. The level of risk of used capital forms the indicator of the proportion of debt capital in its total amount, generating at certain values the threat of bankruptcy of an economic entity. Significant contribution to the development of the theory of economic growth was made by R. Solow. They developed two models: a model for analyzing the sources of economic growth and a model that reveals the interconnection of savings, capital accumulation and economic growth. The basis of the first model was the production function of Cobb-Douglas. It was modified by introducing another factor - the level of technology development. The acknowledged fact is that the economic crisis of 1973-1975 contributed to the formation of a new trend - post-Keynesianism, whose leader is the representative of the English Cambridge School J. Robinson. The originality of Post-Keynesianism as the independent flow was most clearly manifested in the development of the theory of economic growth and product distribution, which is based on the idea that the growth of a social product depends on the distribution of national income, which, in turn, is a function of capital accumulation. It is the rate of capital accumulation that determines the rate of profit, and hence the share of profit in GDP. The share of wages is defined as the residual

value

Modern theories of capital structure are an advanced methodological tool for optimizing this indicator, the main criteria of which are: a) acceptable level of risk in the activities of economic entities; b) maximizing the market value of economic entities; c) minimization of the weighted average cost of capital of economic entities. The choice of a specific optimization criterion is determined by the economic entity itself, but the indicator of the weighted average cost of capital is the key. In general, capital cost indicators of economic entities are an important tool for substantiating managerial decisions aimed at increasing the rationality of their capital formation and the effectiveness of financial and economic activities of economic entities. The expediency and effectiveness of managerial decisions related to the use and formation of assets of economic entities of the regional tourist and recreational complex, as well as their sources, is reflected in the system of evaluative indicators of financial sustainability and self-financing of a certain TRC. Expanding the scope of the self-financing principle, which means providing financial resources at the expense of its own sources, such as depreciation and profit, allows to improve the organization of tourist-recreational production, including the updating of fixed assets and structuring of assets with a flexible response to the needs of the market tourist and recreational services that actualizes the necessity of expanding the processes of reproduction of fixed assets on the basis of intensification of investment policy regional On the tourism industry. Increasing the effectiveness of the organization and economic regulation of the development of RTRC should increase its budget-making role at the regional level, which may also affect the regional specialization. Organization of tourist and recreational production of the region requires a serious centralized intervention by the state in the

economic mechanism of development of RTRC. This is confirmed by the need to ensure those socioeconomic processes that are related: a) maintaining the living conditions of recreational enterprises on the basis of legal implementation of economic decisions; b) with the implementation of stabilization measures (regulation of the economic development of sub-sectors of the tourist-recreational complex, encouraging progressive changes in the regional structure of the TVB); c) implementation of socially oriented redistribution of resources (providing recreational services to people with low incomes). To do this, it is necessary to provide tourist and recreational production with analytical, indicative-planning, programmatic and other justifications for improving the proportions, balancing the structure of the production of tourism and recreational services and its placement. Improvement of the system of economic RTRC, coordination of organizational and economic functions TRK taking into account the use of economic management methods can solve a number of interrelated tasks. These include provision of high-quality recreational services to the population of the region, profit making as the main internal source of financing for enterprises, and ensuring the positive impact of the tourist-recreational complex and infrastructure on increasing the potential of the region's economy. The regulation of the development of RTRC (road construction, hotel and resort complexes, the construction of new recreational areas) requires large capital investments and is financed from various sources (state structures, private organizations (domestic and foreign), international organizations, etc.). The growth of production in the tourism sector has a positive effect on other sectors of the economy, where investment activity is being developed, new jobs are created, trade turnover is expanding and, consequently, profits are increasing. Part of the income received comes to the state in the form of taxes. The money collected in

this way may be directed towards further financing of tourism infrastructure, provision of material assistance to socially vulnerable groups of the population, and the development of a training system for tourism services. TRC should be considered as an economic category, expressing a set of interrelated industries and industries of the regional economy, the only functional task of which is activity, aimed at meeting the diverse and constantly growing needs of people in different types of recreation and travel in their free time with the rational use of all available tourist resources. Thus, we can say that for today's economic regulation of the development of the economy is characterized not so much the development of isolated branches, but the operation of various inter-sectoral complexes. To TRK should be treated as an independent interdisciplinary economic complex of the economy, since the sphere of tourism, combining various branches, lies not in the usual vertical plane, but covers a certain horizontal space, including economic entities of branch affiliation. It should be noted that the state, in accordance with the Law of Ukraine "On Tourism", recognizing tourism activity as one of the priority sectors of the economy of Ukraine, promotes tourism activity and creates the necessary conditions for its development; defines and supports the priority directions of tourism activity; shapes the image of Ukraine as a country favorable to tourism; carries out support and protection of Ukrainian tourists, tour operators, travel agents and their associations. At the same time, an important role in realizing the goals of macroeconomic regulation of the development of the tourist-recreational complex is played by the applied model of organizational construction. Thus, in some countries with a developed market economy, there is no body that carries out state regulation in the given industry, giving entities the right to make operational regulation themselves (for example, in the United States in 1997, the state

administration was abolished, dealing with issues development of tourism industry). The regulation of problems that arise in the course of interaction between enterprises of the tourist and recreational complex between themselves and organizations of other sectors is carried out by general civil law methods based on the principles of market self-regulation. Public authorities can intervene only if there is a serious contradiction. Thus, with the development of the recreational and tourist sphere on the principles of the concept of reengineering tourist and recreational potential on the basis of the implementation of the technology of economic regulation of the regional economic complex, this area will generate funds, some of which can be spent on the protection of nature and traditional culture. The author acknowledged that the successful application of this concept implies: a) high level of efficiency of the right regulation of economic relations in the conditions of market interaction; b) the presence on the market of tourist-recreational services of large companies; who are able to initiate and independently carry out large-scale projects; c) high attractiveness of recreational and tourist resources for potential tourists and visitors. In addition, we note that in countries where the state regulation of the market for tourist and recreational services is present, two models are implemented: specialized state bodies are created or regulated by the multidisciplinary authorities. The first model is implemented in countries where the share of tourism accounted for the bulk of foreign exchange earnings and involves a large-scale participation of the state in the development of tourism. In countries implementing the second model (mainly European countries), the development of the tourist-recreational complex is engaged in multi-sectoral ministries, most often economic entities, which generally address general issues of state regulation. In macroeconomic regulation of the development of the tourist-recreational

complex there are two levels - state and regional. And in the first and second levels different forms and methods of regulation are used. At the same time, some forms and methods are inherent in only one level, which is determined by the division of powers in this sphere between the state as a whole and regions. Macroeconomic regulation of the development of the tourist-recreational complex is realized through both administrative and financial and economic methods (Fig. 1.5), in which various regulatory instruments (licensing, technical regulations, tariff and price regulation, tax rates and benefits, customs duties, state investments, loans, subsidies, subsidies, compensation, etc.).

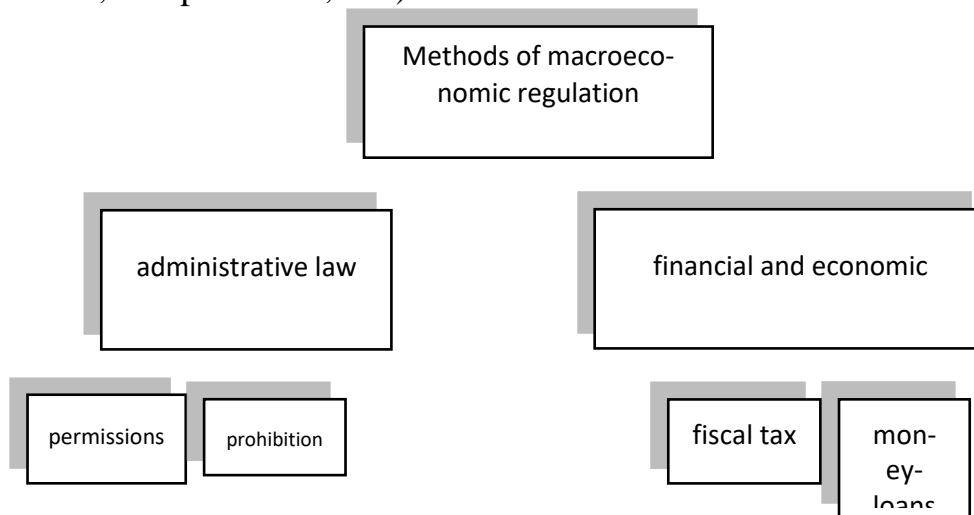


Fig. 1.5. Grouping the methods of macroeconomic development regulation tourist-recreational complex (author grouping)

For example, administrative legal methods in the context of economic regulation are used to create certain "rules of the game" in this area and are based on regulatory actions for the provision of legal infrastructure. They limit the scope of the behavior of economic agents and are often strict. Financial and economic methods do not restrict freedom of choice, giving the subjects of the recreational and tourist industry the right to freely decide. Therefore, in order to improve the process of macroeconomic

regulation, in our opinion, we should primarily rely on the economic methods of adjusting the purpose-oriented development of RTRK, and the methods of direct administrative influence should apply only in exceptional cases. Since regulation is one of the functions of management, it is carried out by the executive authorities in the field of tourism. At the state level, such a body is the State Agency of Ukraine for Tourism and Resorts (State Tourism and Resort of Ukraine), a central executive body whose activities are directed and coordinated by the Cabinet of Ministers of Ukraine and the Ministry of Infrastructure of Ukraine, which is part of the system of executive power bodies and ensures the implementation of state policy in the field. tourism and resorts. In any case, the structure of the executive body of the state entity in the field of tourism should be optimally consistent with the scope and nature of the tasks entrusted to this body. In order to exit the recreational and tourist sector of the regional economy from the crisis state in which it is now, its structural adjustment, transition to the principles of sustainable (ecologically balanced) recreational and tourist use of nature in the respective regions is necessary. And, accordingly, for the urgent transition of regions to sustainable development, it is necessary to formulate certain conditions for the creation of the appropriate regulatory framework for the balanced functioning of the RTRC. In this regard, it is worthwhile reviewing the regulatory documents regulating the placement, service, environmental protection and cultural and historical monuments, personnel training and other issues that regulate recreation and tourism activities. Functional-structural scheme of economic regulation of the development of RTRK, reflecting it as a socio-economic phenomenon and the process of sustainable use of the natural potential of the regional economic complex of recreation and tourism, is shown in Fig. 1.6.

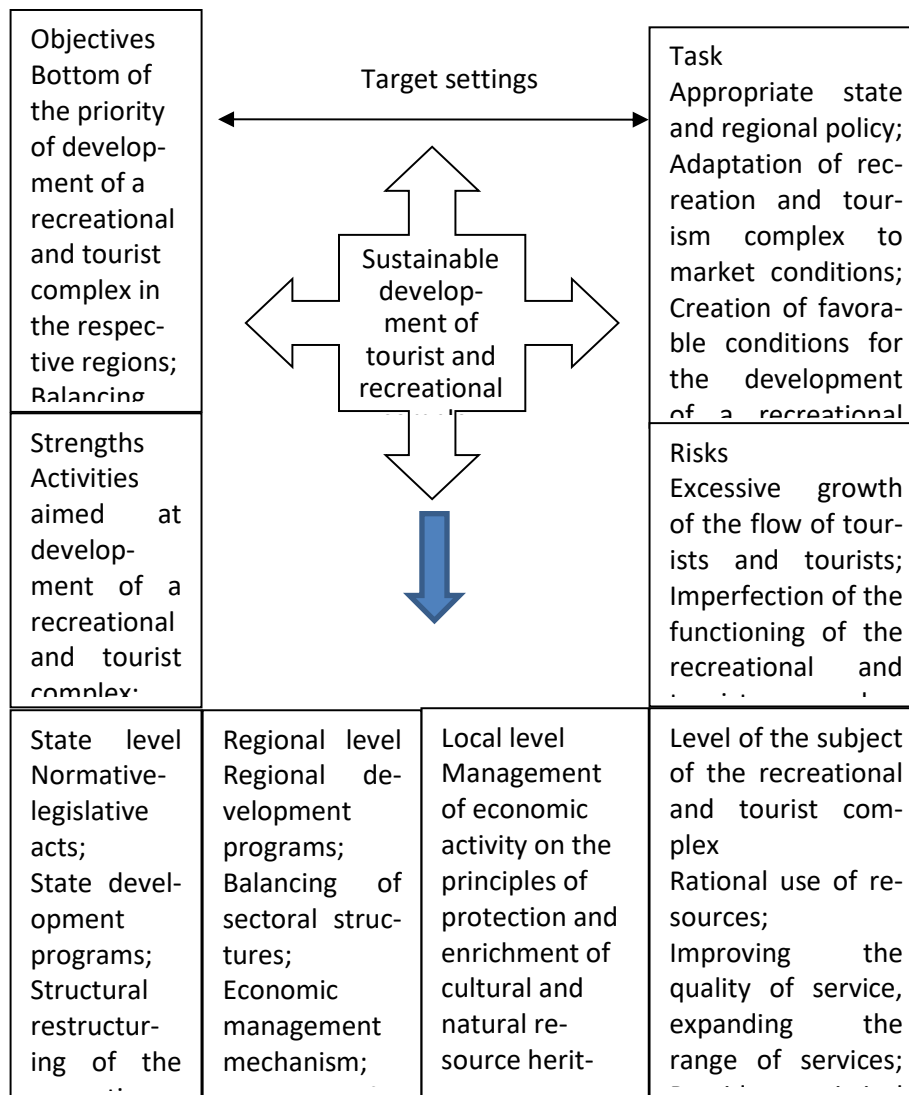


Fig. 1.6. Functional structural-logical scheme of economic regulation of the development of regional tourist and recreational complexes (according to [250])

At the same time, in order to increase the effectiveness of RTRC measures, it is necessary to apply a systemic approach to the issues of defining a strategy for development and developing measures of regulatory influence of the state. In these conditions, the generally accepted and effective method of support is the development and implementation of state and regional targeted programs designed to ensure the development of certain sectors of the economy of strategic importance to the regions and the country as a whole. In each case, forecasting should include certain

quantitative target installations for the future, and among them priority should be given to the quantitative indicators of the tourist flow and capacity and indicators of occupancy of the resorts and the complex as a whole, as well as available medical and natural tourism resources.

In the forecast it is also necessary to reflect both the possible dynamics of the reproduction of resources, and the process of regulating their consumption in terms of optimizing the corresponding inter-sectoral and intra-industry proportions. In this regard, the construction of the forecast should be carried out using, firstly, the genetic method of forecasting, based on the study of the current situation, and existing trends, and secondly, the normative-objective method, which involves obtaining the intended result in the orientation on the optimal use of natural resources, including environmental ones.

Thus, the modeling of the TRC structure involves the use of the entire system of consumption standards for tourist and recreational services, taking into account the principles of economic and statistical analysis recognized by the scientific community of the leading countries of the world (NUTS) in the context of the formalization of complex socioeconomic systems with branched warehouse and the different nature of economic activities. The above will ensure the combination of goals in which each component is involved, with the necessary factors for it (i.e., resource support).

It should be admitted that the methods of supporting the TVB by the state can be both direct and indirect. Direct support can be expressed, for example, in the form of a public loan to a tourism organization, and training for such organizations is an indirect form of support. In these conditions, market participants of tourist and recreational services provide

promotional activities and promotions of special significance. Advertising in tourism is an effective means of disseminating information about a regional tourist product and serves as an effective tool for creating an image attractive to the tourism and recreation of the region. However, due to the lack of sufficient funds for advertising and promotion, there is no possibility of creating an informational and advertising environment that characterizes regional products. The existing amount of information cannot fully provide an idea of the possibilities of the regional TV and radio station, as well as solve all the existing problems of advertising and information activities in this area. Thus, analyzing the directions of information provision of macroeconomic regulation of the tourism industry, it is necessary to emphasize the important role of statistical information in the analysis and identification of socio-economic significance, trends, factors of tourism development. At the same time, the modern methodological base of official statistics does not allow obtaining reliable and complete information on the state of affairs related to the creation of tourism product industries (material and technical basis, number of employed, financial performance, funding channels). We recognize that an important component of the macroeconomic regulation of the tourist-recreational complex should also be the state policy aimed at supporting the entrepreneurial sector in the recreation and tourism business. At present, such support for entrepreneurship (including small ones) in the tourist and recreational complex in the regional practice is virtually absent or insignificant, unlike the world experience. In addition, despite the existing known, declared by various legislative and regulatory acts tax, financial, administrative and other methods of state support of the entrepreneurial sector, the level of implementation of these methods and instruments of state support is insignificant. In addition, the

methods of supporting entrepreneurship in the region currently used do not include sufficient tools that take into account the specificity of the functioning of the TPC, which impedes the full development and more efficient use of TPP in a particular region, nor does it promote or encourage the inflow of additional investment in this sector of the economy. Therefore, in order to improve and objectivize the economic and statistical accounting of the scale of the development of TPP and the analysis of the reliability of the operation of the TPC, it is possible to propose a number of areas of organizational and economic activity of the subjects of management, which, in our opinion, should contribute to improving the quality of information provision of state bodies that perform functions the regulation of the tourism industry, the representatives of TRC and researchers involved in the study of this complex (Table 1.5). In this connection, it is necessary to emphasize the economic interest of tourism and recreational business participants in the implementation of measures for the further development of tourism and recreation, which can be achieved using the following forms of state support: 1) creation of favorable conditions in tourist-recreational areas and centers of the region different set of privileges provided; 2) ensuring easy access to financial resources under preferential lending, including with the provision of state guarantees; 3) stimulating the creation of new ones and the preservation of existing jobs.

Another important direction in ensuring the effectiveness of the macroeconomic regulation of the RTRC is the creation and application of a legislative framework that can provide conditions for the development and operation of various destinations for the tourism business. Due to the specificity of the implementation of special functions of the TRC within a certain region of the state, the availability of complex multi-sectoral

structural connections requires the use of an integrated, multi-faceted approach to issues of legal regulation. However, in addition to the adoption of special legislation, in order to create an effective legal system in the field of tourism and recreation, development and other areas of legal support (transport, trade, tax, investment, etc.), aimed at stimulating tourist activity and ensuring the coherence of all rules of law, are also needed. , which regulate relations in the tourist and recreation complex. The research in this direction should be carried out not only at the national level, but also at the regional level within the limits of the existing powers of the regional authorities. Important in this work is ensuring the compliance of regional legal norms with the provisions of state and international law; inconsistency can become a serious obstacle to the development of tourism and recreation and investment in the industry. Along with the above-mentioned author of the dissertation, the economic component of the macroeconomic regulation of the RTRC should be economic policy - an applied strategic management tool aimed at stimulating the development of the entire infrastructure and the real economy in the region with the improvement of the material and technical base whose development problems have a negative impact on the TRP .Significant discrepancy of the material base of the potential of natural tourism resources of the region to the tourism standards used in world practice is a serious obstacle to the growth of tourist flows to the region. In this regard, in our opinion, it is necessary to put into operation new tourist and recreational facilities and the reconstruction of existing ones. This mainly concerns the updating and expansion of the hotel base, capable of providing high, world-class standards of service. Creating a high level of transport infrastructure in the region that meets modern international requirements for the quality of transport and security, is one of the main tasks of state support for the

development of TPCs. For these purposes, it is necessary to ensure high-quality and cost-permissible tourist transport services. This can be achieved both through state regulation and tariff regulation, as well as through the system of agreements between tourism and recreation enterprises of the region and public and private transport companies. Modernization and reengineering of the RTRC technical base is an important condition for the creation of competitive tourist and recreational centers in the region. Based on the experience of Western countries, in particular regarding the use of the principles of NUTS for conducting an economic statistical analysis of the activities of the TVB, the dissertation suggests more widespread use of new organizational and production forms based on the socio-innovative orientation of the regions. This is precisely the urgent introduction of a large-scale process of integration of resource-functional and system-universal potentials of the regions, which will ensure the adaptation of production-economic systems to threats and risks by accelerating the circulation of tourist and recreational resources, intensifying the processes of increasing the competitive advantages of the RTRC and optimizing communication links. elimination of disproportions within the economic complex, redistribution and diversification of structural and resource potential, unconditional implementation of the ' objective procedures for diagnostics, modeling, forecasting of the target directions of regional development of the sectoral structure of the tourism services market, permanent adjustment of the trajectory of development of RTRC with the subsequent filling of local and national budget revenues. However, the renovation and development of tourist and recreational infrastructure in accordance with the requirements of world standards with the use of modern technologies in this area, requires a significant amount of capital investment and rationalization of investment. At the same time, the

problem of insufficient investment resources is key in the development of TPCs. Conceptual approaches to the problems of financing the programs of development of the TVB in the region, the development of options and scenarios for its implementation, selection of the most attractive for the implementation of projects that are able to provide the greatest economic effect as one of the areas of state regulation of the tourist and recreational complex is implemented in the relevant regulatory legal acts. It should be noted that the current legislation within the framework of macroeconomic regulation in the field of tourism and recreation envisages (presented in the paper [69]) the possibility of using direct budget financing for the development and implementation of state and regional target programs for the development of TVB, as well as creating favorable conditions for attracting investment in RTRC. The measures developed are carried out on the basis of the current legislation and normative legal acts; besides that, assuming a set of appropriate measures and actions of the state, also provide an organizational and economic mechanism for their financing. Along with the natural tourist resources and material and technical base of PTRK an important part of its functioning are labor resources. The training of highly skilled personnel for RTRC is a fundamental direction of macroeconomic development regulation. The main task in this direction is the preparation of specialists at the regional level in the field of management of RTRC and marketing of promotion of tourist products. Thus, after analyzing the results of macroeconomic regulation of the development of the TVB (section 3), it became clear that an important direction of macroeconomic regulation of the development of the TVB in the region is the creation and application of a legislative framework capable of providing conditions for the development and functioning of various directions of the tourism business.

In order to improve the regulatory process, it is expedient, in our opinion, to rely mainly on economic methods, and to apply direct administrative influence methods only on exceptional events. In any case, we will certify that the structure of the executive body of the state entity in the field of tourism should optimally correspond to the scope and nature of the tasks entrusted to this body; on this basis, a model for implementing the state policy on the development of the RTRC has been developed. Also, according to the results of the economic-statistical analysis, it is determined that the current state of official statistics does not allow obtaining reliable and complete information on the state of affairs related to the creation of tourism product industries (material and technical basis, number of employees, financial indicators of activity, financing channels); To improve, a number of areas of activity have been proposed that should contribute to improving the quality of information provision of state bodies that carry out the functions of regulating the tourism industry, representatives of the TV and the researchers involved in the study of this complex. Then, as you know, one of the conditions for the effective functioning of the regional economy is the transition to a more perfect system of organization of tourism industry management. We emphasize that the basic function of management is not only evaluation but, as a result of the latter, economic regulation of the development of the tourist-recreational complex, which should be implemented and implemented for the use of adaptive management technologies capable of ensuring the continuity of the composition of the tourist tools in terms of efficiency and the effectiveness of conducting a regional policy for the reproduction of TPP within any region. We believe that in order to guarantee economic security in the regions, it is necessary to integrate the potential of recreational and tourist growth into aggregate resources, reserves and

opportunities of the national economy (NG). As acknowledged and confirmed by the author in the scientific work, the main obstacle to the formation of an effective tourist and recreational policy of economic regulation on the basis of the intensification of the processes of reproduction of the potential of spatial systems is the functioning of a non-operational management system of the real sector of the economy and the inadequacy of the mechanisms used. In this regard, we consider it expedient to acknowledge the urgent need for the formalization of certain regulators and levers of influence, which, in the opinion of the dissertation, can provide sufficient level of development of the reproduction process of the TPP of the regions of Ukraine (the content of the functional is substantiated in previous research papers by the author of the study [360, 371]) The result of the implementation of a specific function of economic regulation of the development of TPC as a derivative potential from the strategic potential of the regional economy of Ukraine as a whole - TPP, which is formed taking into account the scale of development of the potential of sustainable development of regions. In the opinion of the dissertation, it is expedient to introduce into the theory of the development of productive forces and the regional economy the complication of defining the definition of tourist and recreational potential (TPP) by introducing into its structure the potential of transformation and reengineering for the restoration of technological, innovative and informational and methodological potentials that are extremely relevant for economic regulation of reproductive processes of sustainable development of RTRK. The aforesaid causes the necessity of developing the appropriate composition of sub mechanisms of the economic reproduction of development by certain groups of TPP at the regional level, conducted on the basis of separate characteristics on the basis of identification of the

reproductive processes of the TPC of the regions. To make this possible:

- 1) imbalance and unity of reproductive processes in the regions;
- 2) implementation of the economic regulation of the RTRC;
- 3) calculation of parameters for assessing the quality of tourist services taking into account structural and dynamic characteristics and their normalized values for the purpose of generating transformational changes within the economic space of the state in accordance with the determined targets for the development of the territorial recreational system of the regions. Therefore, the author considers it expedient to define priorities in the directions of the process of reproduction of tourism and recreational potential, and the constitutively-key provisions of the implementation of redistribution and combination processes are set out in the content of the concept of reengineering tourist-recreational potential on the basis of the implementation of the technology of economic regulation of the regional economic complex.

Since any complex economic system, including regional socioeconomic systems, must and, accordingly, have to change its structural and dynamic parameters of development in time through the achievement of formal informal trade-offs between industries, regions and diverse factors of influence on its the internal environment on the part of the state, the achievement of the effectiveness of its functioning is possible only if the basic provisions of the system, program-target, process and synergetic approaches are combined with the distinction as effective mechanisms for the implementation of regional tourism and recreational policies to reconcile the interests of all hierarchical levels of government. In a way, summing up the above, we will show that based on the results of the theoretical and conceptual development, the dominant, functional and institutional provisions of the concept of reengineering of TRP are

determined and grounded on the basis of the implementation of the technology of economic regulation of the RTRK activity, which is based on the use of the basic principles of systemic, synergistic, process and program-target approaches to the processes of forming, building up and development of tourist and recreational potential of regions, the combination of which ensures formalization selection of effective checks and controls to achieve the reliability of RTRK in terms of resource constraints by sealing the interaction between base, and providing related industries. In addition to the above, it should be noted that, depending on the development of regional TVCs, different strategies of tourist and recreational development are offered, which achieves the implementation of the author's concept of reengineering. From this we will confirm: in the paper, it has been proved that the macroeconomic formulation in the form of RTRK should become a multi-level dynamic system of social relations, institutions and organizations, the basis for the development of human capital, tourism, innovation culture, education and science, and the appropriate way of improving the population, which will ensure the efforts on the structural rearrangement of various tourist and recreational spheres to ensure the efficiency of the recovery process of TPP. In this way, we recognize that the economic regulation of the development of RTRK has been identified as a key resource and functional component of strategic management, taking into account the process technology of which the formation and implementation of an effective Strategy for the development of RTRK is carried out. And his applied instrument, aimed at different processes in nature, is represented:

- a) specific functions of sustainable development and human capital development;
- b) system-forming regulators of managerial, financial-economic, material-

technical, social, information-communication, and cultural-historical support;

c) system-universal levers of corrective influence on the phase path of development of the regional socio-economic system as a whole.

CHAPTER 2
METHODOLOGICAL BASES OF ECONOMIC REGULATOTION
OF DEVELOPMENT OF RECREATION AND MEDICAL TOUR-
ISM OF UKRAINE

2.1. Scientific – methodical discourse on the influence of tourism on
human person’s development

Recreational and tourism sector is an important part of the national economy in an increasing number of countries of the world, its production and investment in the world market of tourist services are increasing. Economic activity of recreational and tourist enterprises is influenced by a complex of internal and external factors of financial support. Among the most effective are the following: the form of ownership and organizational and legal forms of activities of enterprises, the actual size of providing recreational and tourist services, financial status, the theoretical and practical possibility of attracting additional financial capital from different sources, strategic goals and current tasks of functioning over a certain period of time, financial policy of the enterprise, level of management, etc. Therefore, the following data are important for assessing the financial condition of recreational and tourist enterprises: the structure of service costs; the volume of financial results; the volume and structure of financial capital and sources of financial support; structure of accounts receivable and accounts payable; indicators of financial flows. In 2000, Ukraine joined the Millennium Declaration, which identified seven Millennium Development Goals (MDGs): Overcoming poverty, ensuring quality education throughout life, ensuring gender equality, reducing child mortality, improving maternal health, restricting the spread and reduction of HIV infection, AIDS and tuberculosis, and sustainable development of the environment. Among them, four goals were directly related to the

recreation and tourism sectors set by Ukraine by 2015. In fact, this sphere can contribute to reducing infant mortality, improving maternal health and sustainable development of the environment. In addition, under condition of effective and accentuated social orientation, it can also affect both the elimination of poverty and the limitation of the proliferation and reduction of threatening diseases. The sphere of sanatorium-resort health improvement, recreation and tourism of the population contributes to improving the quality of his life and in general human development [27, p. 26]. As a result of national consultations, wide public discussions and taking into account the expert opinion of domestic scientists in Ukraine, a national analytical report "Ukraine after 2015: the future we strive for" was developed. It identifies the most significant priorities for development after 2015, namely: - Equality of opportunity and social justice: the development of a just socially integrated society, where exclusion and marginalization are impossible; - effective and honest power: a prerequisite for achieving the identified development goals for the post-2015 period ; - effective health care: increasing the length of a healthy life; - decent work: promoting human development and realization of human potential; - modern economics: formation of an innovative model of development; - health environment: preservation and development of the ecological potential of the territory; - accessible and high-quality education: spiritual development and competitiveness in the labor market; - developed infrastructure: overcoming territorial inequality [28, p.117]. Among the new 17 targets identified in September 2015, the recreation and tourism sector can directly contribute to nine goals: good health and well-being, clean water and sanitation, poverty and hunger reduction, decent work and economic growth, innovative infrastructure , sustainable cities and towns, responsible consumption and production, the fight against climate change,

the conservation of marine ecosystems and land ecosystems [32, p.51 Under the influence of scientific and technological progress, there is a gradual increase in the free time of the population as It can and should be used for personal development (Fig. 1.3). In particular, the cognitive effect is manifested through the development of personality on the basis of acquaintance with historical, ethnographic, natural monuments and traditions. This function is fundamental to human development and society as a whole. Under the aesthetic effect of recreation and tourism is understood the opportunity to admire the beauty of nature, works of architects, sculptors, artists.

Fig. 1.3. Personality development of a person under the influence of recreation and tourism (generalized by the author on the basis of [26, pp. 48])

Aesthetic personality development is closely connected with the influence on its emotional and psychological state, since it allows to relieve stress and fatigue after hard work, to receive positive emotions from meetings with people, impressions from interesting tourist objects or to overcome obstacles in sports or active tourist travels The stimulating effect is realized in the fact that participants of tourist trips go beyond the stereotyped existence, distracted from everyday things, concentrate on solving new problems. For thousands of years of organized travels, an enormous amount of manifestations of creativity has accumulated, first of all, scientific discoveries, artistic, documentary and popular science pieces; the invention of special equipment, clothing, footwear, vehicles, foodstuffs for various types of tourism; new tools and methods for training participants in active and sporting travel. Some foreign specialists and researchers point out the impact of recreation and tourism as a holistic, according to which this sphere is a means of

enjoyment, creating a holiday atmosphere among ordinary life, and behavioral, when recreation and tourism are treated as a sphere of satisfaction of certain human needs. Socio-cultural influence is manifested both in relation to tourists and recreation, as well as the population of the territories receiving them. Interest in the history and culture of the locality causes the local population to know their own historical roots, the culture of their people. The curiosity that tourists and recreates show in the cultural heritage of the country, causes residents a sense of pride, a desire to preserve their national traditions and crafts. In addition, there is a purely pragmatic need to cook excursion materials, to maintain monuments in a proper condition, which contributes to the preservation of cultural and historical heritage.

The educational context, which includes acquaintance with the history, nature and culture of other countries or regions, is also unconditional, and extends the human outlook, deepens its aesthetic perception of artistic and natural values. Tourism and recreation play a special role in bringing up the younger generation. Interesting routes, meaningful excursion program contributes to the formation of the child's worldview, his moral qualities. For example, in Japan, all schoolchildren are organized to travel their country, which not only enriches their knowledge, but also brings up love for the Motherland.

The social and communicative impact of tourism and recreation is defined as the opportunity for participants of travel or health to communicate with each other in an informal environment without production subordination, taking into account social status, age, nationality, citizenship and other features that distinguish people. Impressions from a particular trip are most often related to communication with new people. This function also manifests itself at the international level.

Recreation and tourism contribute to the mutual recognition of nations, the establishment of cultural and economic ties between peoples and, as a consequence, the development of cooperation between states, and the improvement of the international situation in general. An indicator of the expected life expectancy is an important social result of the functioning of both the whole national economy and the sphere of recreation and tourism. Currently, the average life expectancy at birth (71.0 years), Ukraine ranks 113th, yielding to all states with a very high level of human development, 47 out of 55 countries - with a high level, with the exception of Russia (70.1 years) , Kazakhstan (69.4), Trinidad and Tobago (70.4), Azerbaijan (70.8), and even 12 of 37 countries - with an average level. As a result, the average life expectancy of the Ukrainian population is 9.1 years lower than in countries with very high levels of human development, 4.1 per cent is high and 1.1 years lower than the middle-income countries. The lagging behind of Europe and Central Asia is 1.3 and from the world as a whole - 0.5 years. Improving the quality and expanding the accessibility of recreational and tourist services is a trend that brings together both the public and experts. Tourism and recreation have all the necessary components of health: communication with nature, environmental change, psychological discharges, physical activity.

Based on the assessment of the available potential, it is possible to further analyze the effectiveness of this sphere, which, on the one hand, has a social dimension and manifests itself in the restoration and development of the vital forces of man and society as a whole, on the other hand, is characterized by economic indicators of the state and development of recreation and tourism. The combination of preconditions and factors of development of the recreational and tourist sphere includes the availability of relevant

resources (potential), political, economic, legal, technological, and infrastructure environment. Distinguish the following groups of factors of its development:

– static and dynamic.

The first ones include natural geography (nature, climate, relief, underground mineral wealth) and cultural and historical factors that are unchanged. People only adapt them to recreational needs, making them more accessible for use. Demographic, socio-economic, logistical and political factors have different meanings, vary in space and time, and therefore they are considered to be dynamic;

– external and internal. External are demographic and social changes, economic and financial factors, changes in the political situation and legal regulation, the level of development of transport infrastructure, trade, etc. Internal factors act directly in the investigated sphere and associated with the organization of recreational and tourism activities [39, p. 278; 68]. Potential is the capabilities, available forces, stocks, means that can be used [69]. The concept of recreation and tourism potential covers all possibilities, available forces, stocks, means that can be used to meet the needs of the population in the field of recreation and tourism in order to create a social and / or economic effect. The recreational resources or preconditions for the development of the recreational and tourist spheres are natural conditions, natural objects and any other natural resources that can be used for treatment, recreation, recreation and tourism [70, p. 104].

Thus, recreational resources - a combination of natural resources, socio-economic conditions and cultural values, which are prerequisites for meeting the recreational needs of people and the organization of the economic complex for recreational services of the population [71, p. 138].

Recreational resources include: natural recreational and cultural-historical resources, social (recreational and tourist needs, solvent population demand) and economic (institutional and infrastructural provision) conditions and resources.

Due to sufficient natural and climatic and cultural-historical resources in Ukraine there are all prerequisites for the development of many types of recreation and tourism. Moreover, in most regions all components of recreational resources are available, which enables them to actively enter the tourist market. Natural recreational resources in Ukraine are extremely diverse and include: recreational landscapes (forest, seaside, mountains), recreational resources (mineral waters and medical mud), nature reserves (national natural and regional landscape parks, biosphere reserves, parks-monuments, garden art, etc.), the territory of historical and cultural purposes (monuments of architecture and urban planning, historical and architectural reserves, etc.) [61].

Natural recreational resources are divided into climatic, flora, fauna, landscape, mineralogical. Climatic includes: snow cover, comfortable temperatures, periods with maximum solar radiation, duration of the light part of the day, humidity, wind speed, etc. Flora and fauna resources are represented by honey and medicinal plants, hunting and fishing grounds, etc.; landscape - relief, mountains, forests, rivers and lakes, coasts and beaches, natural protected areas and objects, etc. Ability to organize water recreation (water tourism and sports, fishing, water treatment, swimming-beach rest) depends on the quality of water, the bottom, beach strip and aesthetic properties of the environment.

The leading place among the landscape resources is forests, parks, forest parks, green areas of cities. Recreational forests make up about 10% of all forests of the state forest fund. Forestry resources are limited to the parameters of recreational use of forests, their water protective and protective properties, the healing influence on the human body and the favorable sanitary and hygienic background for treatment, recreation, tourism [63].

Forestry resources in Ukraine are rather uneven. Most forests are concentrated in the southwestern regions of the state. For forest and forest park areas, the main types of recreational and tourist activities are tourism and sports (hiking and skiing, equestrian sport, sports and licensing hunting, sports orienteering, etc.); phyto and climatic treatment; general recreation; collecting berries, mushrooms, medicinal plants, etc. Natural reserve territories and objects have a special place in the structure of landscape resources, namely: reserves and sanctuaries of various forms and areas of the heritage, national natural parks, arboretums, valuable natural objects, nature monuments and garden and park culture. Recreational and tourist activities in such places are allowed only to the extent that guarantees the preservation of these valuable natural complexes. Reserves and national natural parks create, with the purpose of preservation, reproduction and effective use of natural complexes and objects that have a special nature conservation, recreational, historical, cultural, scientific, educational and aesthetic value [72, 73]. In Ukraine, the number of nature reserves and natural parks and their area has increased in recent years, in particular in 2017 compared to 1990 - respectively, at 3.38 and 4.15 times (Table 2.1). As part of nature-recreational resources is important due to therapeutic properties, have mineralogical resources such as mineral water and mud. The first are

represented by natural waters with therapeutic properties that are determined by the basic ionic-salt composition or high content of biologically active elements and gases, radioactive substances, and high temperatures. Mineral waters of Ukraine include the main balneological groups, namely:

A - water without specific components and properties, the therapeutic effect of which is due to the basic ionic composition and general mineralization. They are used at the resorts of Mirgorod (Poltava region), Kulyalnik (Odessa), Truskavets (Lviv), Feodosia (Crimea), Ochakov (Nikolaev region) and others.

B - carbon dioxide, the medicinal properties of which are associated with the presence in large quantities of dissolved carbon dioxide, as well as ionic composition and general mineralization. Used on resorts Polyana (Transcarpathian region), Holubin in the sanatorium "Flower of the valley", Soi - in the sanatorium "Verkhovyna".

B - sulfide waters, the physiological and therapeutic effects of which are due to the presence of sulfides (free hydrogen sulfide and hydrosulphide ion). Used on the resorts of Lubenie Veliky (Lviv region), Sintsia (Zakarpatska), Cherche (Ivano-Frankivsk region).

G - glandular, arsenic or arsenic waters with a high content of manganese, copper, aluminum. The therapeutic effect is determined (in addition to their ionic, gas composition and mineralization) by one or more of the named pharmacological active components. Used in sanatorium "Mountain Tisa" (Transcarpathian region).

G - bromine, iodine and high content of organic substances of water used in the resorts of Truskavets (Lviv oblast), Berezivsky mineral waters (Kharkiv region).

D - radon (radioactive) water used in the resort Khmilnyk (Vinnytsia region) [75, p. 389-390].

Consequently, the largest number of mineral water sources are concentrated in the western part of Ukraine, in particular the Transcarpathian region, as well as Luhansk, Dnipropetrovsk, Poltava, Rivne, Ivano-Frankivsk, Kharkiv, Zhytomyr, Vinnytsia, Khmelnytsky, Kyiv, Cherkassy, Donetsk and Zaporizhzhia regions. Private sources became the basis for the formation of such famous resorts as Khmelnik, Truskavets, Morshyn, Nemyriv [62].

The second component of mineral resources - healing mud, whose deposits are reservoirs, swamps (or their areas), mud hills. They can be used for therapeutic purposes in sanatoriums, prophylactics, located near the fields, to be sent to other medical institutions, to import. In Ukraine there are quite significant reserves of medical mud, which are concentrated mainly in the southern and southwestern regions. On the basis of mud deposits there are the oldest mud mud resorts in Ukraine - Berdyansk, Yevpatoria, Kuyalnik, Saki, Hadzhybey and others. In the northwest regions, peat muds are common, which are used in the resorts Mirgorod, Morshin, Nemyriv, Cherche and others like that. In general, the area of developed and potential recreational territories in Ukraine (without radiation contamination) is 12.8% (in 2014) of its territory and is distributed according to the natural features of the recreational regions itself: Carpathian, Transnistrian, Dniprovsky, Donets'k-Pryazovsky, Polis'kyj, and Prychornomorsky. In determining

these regions, the following factors were taken into account: geopolitical position (location of the territory, availability of labor resources, transport communications, sources of raw materials, energy, history of territory development, traditions, etc.), availability of recreational resources, the state of tourism infrastructure, demand for recreation and tourism, recreational and tourist policy of the region [62]. Usually recreational resources are considered cultural-historical, including: historical, archaeological, architectural, ethnographic objects and cultural institutions (historical, archaeological, architectural monuments, works of monumental art, ethnographic heritage, folklore, centers of applied arts and crafts, museums, exhibitions, theaters, etc.). Their defining characteristics are value, attractiveness, cognitive potential. Significant interest in the development of domestic and international tourism are historical and architectural monuments of Kiev, Chernigov, Lviv, Odessa, Kherson and other cities.

Thus, Ukraine has a powerful potential (natural and historical and cultural) for the development of recreational and tourist spheres. At the same time, the development of the national tourism and recreation industry is influenced by a significant combination of factors of the environment: political, economic, legal, infrastructural, etc., reflecting the characteristic features of the country's social organization, which have been historically formed.

Important prerequisites for the development of recreation and tourism are the needs of the population, defined as its social characteristics (mental, cultural, national peculiarities), as well as economic capacity to incur the costs of the corresponding services the price and transport accessibility of the offered tourist services; - comfort of travel and quality of service.

Economic preconditions are the development of entrepreneurship, the availability of labor resources, capital, a favorable environment for the development of economic activity, and so on. The conditions of the development of the national tourist market are the level of the national economic complex (especially adjacent branches of tourism), which creates opportunities for the formation of the corresponding tourist infrastructure (a network of various types of accommodation of different levels of comfort - hotels, motels, tourist bases, etc., engineering infrastructure). The most important prerequisite for the effective development of the recreation and tourism sector is the availability of recreational and tourist infrastructure: hotels, motels, rest homes, boarding houses, sanatoriums, catering establishments, transport facilities, entertaining establishments, amusement rides, etc. It is worth mentioning that at the beginning of 2015 in Ukraine there were 1258 hospitality enterprises with a total of 100.67 thousand seats. In the form of ownership, they are distributed as follows: 40% are in state and communal ownership, 57 in the collective and 3% in private. Recreational opportunities in Ukraine are also ensured by the availability of 3,304 sanatorium and health facilities of different departmental subordination and forms of ownership, including: sanatoria - 487, sanatorium-preventorium - 357, bases and other recreation facilities - 2 015, recreation centers - 235, houses rest - 38, boarding houses with treatment - 68, other institutions - 104 [74]. Infrastructural preconditions are extremely important for the development of recreation and tourism: transport security, adequate level of social infrastructure and material production, which promotes recreation and tourism activity in the region, economic and geographical situation, the nature of resettlement in recreational zones, etc. In its function, the infrastructure of the recreational and tourist spheres is divided into

productive (transport, communication, construction industry, water, energy) and social (trade enterprises, catering, consumer services, culture, children's and medical institutions). An important condition for the formation of the national market for tourist services and its interaction at the regional and world levels is the developed transport component with the corresponding traffic intensity, economic and formal accessibility [79]. Unfortunately, the state of transport infrastructure in Ukraine is extremely unsatisfactory, it requires significant investments for its formation in accordance with accepted world standards. Our state should develop a network of highways and railways, airports, sea and river ports. Aviation, automobile, railway and river transport should provide transportation of tourists taking into account world conditions and quality of service [58]. The problem of water supply and sanitation of settlements, especially tourist centers and recreation zones, is not lost. For infrastructural arrangement of the territory of Ukraine, significant investments are required in its development, including by central and local authorities, attracting foreign and Ukrainian investors at the state, regional and community level.

Consequently, the development of the national tourism market depends on a set of objective conditions and factors contributing to the formation and functioning of the domestic tourism industry as an interbranch complex to create a product tour. The latter must meet the specific needs of the population in terms of leisure, travel through the production and sale of goods and services of tourist destination. The development of the tourism industry should take place in accordance with the national tourism policy, the purpose of which is to coordinate business and state efforts to strengthen the country's position in the world tourism process, world economic socio-economic and socio-cultural systems.

In our country, all the preconditions for the development of the tourist industry have been formed, and its tourist potential is not currently used to the full extent, because tourism accounts for only 1.5-2.5% of GDP. The main stimulating factors in this context are mainly infrastructure changes. At the same time there is a clear outgoing trend of domestic tourism: the number of citizens traveling abroad for the purpose of tourism is growing rapidly, while the number of those entering the country and domestic tourists is decreasing. Unfortunately, direct foreign investments in the development of resort and tourist infrastructure (Figure 2.1), the number of domestic tourists and tourists, as well as foreign citizens who visited Ukraine for the purpose of tourism, are also decreasing. A sharp decline in the living standards of the population in 2014-2015 is likely to hold back these trends, reduce the outflow of resources, but it is unlikely to contribute to the growth of domestic flows of holiday makers. That is why we need fundamentally new solutions to increase the use of existing potential, create new tourist products, compete in Ukraine and abroad, support small and medium-sized businesses in the tourism sector, improve the quality and accessibility of recreational and tourist services. Implementation of system measures will, according to our estimates, increase the number of tourists in 2025 to 6 million, that is, 3.2 times, including 1 million foreigners(2.9times). Increasing the volume of domestic tourism, including social, will ensure the accommodation of accommodation establishments and the realization of accumulated tourism potential. By 2025, the level of budget spending on tourism will be 0.3% of GDP (see Figure 2.1) [39, p. 283]. In general, the recreation and tourism sector of Ukraine is developing dynamically, the number of tourists and tourist's increases, as well as the amount of cash receipts from tourist services (Table 2.2).

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Key indicators of tourism development in Ukraine, 2009-2016 years. *

Indicator	2009	2010	2011	2012	2013	2014	2015	2016
The share of foreign exchange earnings from tourism,% of GDP	0.04	0.05	0.07	0.05	0.05	0.05	0.05	0.05
Charges Ukraine residents traveling abroad mln. USD. USA	188.8	356.5	194.4	214.3	240.0	375.0	450.0	400.0

Direct foreign investment in hotels and other places for temporary residence, bln. dollars. USA	29.5	-	-	-	-	-	-	-
The number of domestic tourists, thousands.	2155	1387	1094	649	716	774	703	323
The number of tourists, thousands.	2393	2406	1909	1953	823	865	658	1175
The number of citizens traveling abroad for tourism, thousand.	336	1282	914	1296	1250	1957	2519	2085
The number of foreigners who visited Ukraine for tourism, thousand.	373	373	282	336	234	270	232	17

Source: author calculated according to the State Statistics Service of Ukraine [74, p. 467; 80, p. 14-15, 78; 81, p. 490].

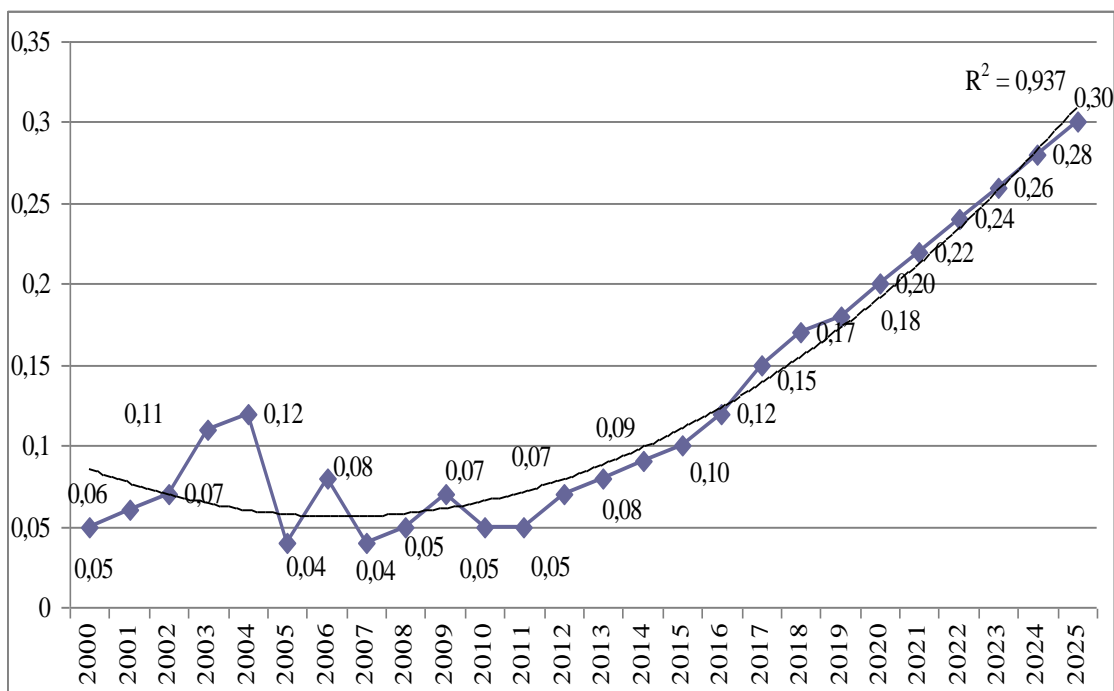


Fig. 2.1. Share of foreign exchange earnings from tourism, 2000-2025,% of GDP (calculated by the author according to the State Statistics Committee of Ukraine)

As the experience of many European countries with significant revenues from international tourism shows, it is advisable to create tourist offices abroad to promote national tourist products. In recent years, there have been profound positive changes in the tourism sector: new routes are being developed, hotel infrastructure is developing, tourist services are increasing, tourist attractions are improving, tourist and recreational opportunities in Ukraine are of great interest to representatives of the international tourism industry [82]. The aforesaid has a significant impact on the dynamic growth of tourist flows and revenues from tourism activities. However, the development of tourism in Ukraine is hampered by a number of reasons: the lack of an integrated system of state tourism management in the regions; insufficient methodological, organizational, informational and material support of the subjects of entrepreneurship of the tourist sphere by the state; mismatch of most tourist institutions to international standards; unsatisfactory state of tourism, service and information infrastructure in the areas of highways and international transport corridors; insufficient provision of tourism industry by highly skilled specialists; the imperfection of the database regarding tourism objects.

As part of the implementation of the State Tourism Development Program, certain issues were resolved. In order to improve the situation in the tourism sector, the Law of Ukraine "On Tourism", the Decree of the President of Ukraine "On Measures for the Development of Tourism and Resorts in Ukraine" was developed and adopted. These normative documents determine the main directions and prospects for the development of the tourism industry in Ukraine. At present, the domestic tourism legislation is adapting to international norms, the contractual base is being improved, about 40 international agreements on cooperation in the

field of culture and tourism with leading world institutional institutions have been concluded. In Ukraine, joint international projects are being carried out at the initiative of a number of international organizations aimed at preserving the natural environment, deepening cooperation, and economic and social development of the potentially attractive tourist areas of the territories. Today, untraditional innovative approaches to the organization of tourism management in Ukraine are needed both at the state level and enterprises. Sustainable development of the domestic tourism sector, as the competition intensifies, increasing demand for international and domestic tourism products, consumer demands for filling, diversity and quality of tourist and recreational services, requires a scientifically sound marketing strategy[83,84].

As the economic and social efficiency of the recreation and tourism sector grows, favorable conditions for stable economic growth, creation of new jobs, provision of income and revenues to the budget will be formed. It is only possible to achieve this by constantly promoting the local product on the domestic and international tourist markets, increasing the competitive advantages of domestic producers of tourism products. The state should encourage recreational and tourism activities in general, creating the necessary economic and political conditions, supporting its overall image of the recreational and tourist country, in particular by financing large-scale foreign and national PR events. This will promote the promotion of attractive recreational and tourism territories both in the national and international markets in the languages of intensification of globalization processes. In this regard, it is necessary to provide appropriate funds in the state and local budgets.

As you know, the development of recreation and tourism is one of the priorities of socio-economic development of the country, a significant

factor of stabilization and structural adjustment of the national economy. This is stated, in particular, in the State Strategy for Regional Development for the period up to 2015[57]. Recreational and tourism sphere can be a priority in the development of any modern state, if it possesses the necessary nature-resource potential and is able to increase investment activity, implementation of the strategic scenario of increasing the competitiveness of recreation and tourism in the domestic and international markets of relevant services. With its tourist and recreational potential, Ukraine has every opportunity to become a world-class tourist country. Expansion of international relations opens new ways to promote the national tourist product in the international market, engaging in the global information space, best practices in organizing tourism activities [59].

The geostrategic role of our state as a connecting link between the north and south of Europe, Europe and the countries of the Caucasus is obvious. Ukraine is open to international tourism cooperation on the basis of Pan-European integration processes and national priorities. Based on national priorities, the state international tourism policy is multidirectional, implemented on the basis of economic feasibility and mutually beneficial cooperation with a particular country or region, taking into account the particularities of a particular tourism market [60]. The development of the material and technical base of the recreation and tourism sector will depend on many factors: the recreational and tourist activity of the population, the growth of its incomes, the fluctuation of prices for vouchers, the pace of economic reforms, the introduction of the Ukrainian currency and its convertibility, saturation of the commodity market, liberalization of foreign economic activity, etc. Therefore, it is extremely important to predict the processes in it for a long-term perspective. In the near future, obviously,

there will be a tendency to decrease the living standard of the population. The main contingent of vacationers will be the most financially secured part of it, therefore the question remains about the state subsidies in the sanatorium and resort area. Consequently, we can state that Ukraine has a strong potential for the development of a recreational and tourist area characterized by a diverse range of natural resources, the availability of skilled personnel, material and technical infrastructure (an extensive network of sanatorium and resort facilities, hotels, etc.). The presence of a powerful potential makes it possible to set ambitious goals for the country to accelerate the development of recreation and tourism, turning it into an important factor in human development. At the same time, significant investments are required to bring the infrastructure into line with world quality standards. Mechanisms and ways of using existing capacities in the context of realization of the set goals of development of recreation and tourism sphere are needed.

2.2. Social parameters of population coverage by recreational and medical-recreational services in Ukraine

An analysis of the social performance of the recreation and tourism sector provides the next step after assessing the available potential for aggregating quantitative and qualitative indicators of its functioning. It is necessary to clearly assess the state and identify problems with the satisfaction and coverage of the population with health services. That is why it is necessary to estimate, firstly, quantitative and qualitative parameters of the population coverage of recreational and tourist services in Ukraine, and secondly, the socio-economic performance of the functioning of the recreation and tourism sector. In the development of recreation and tourism, the role of outbound and inbound tourism is important, but unequal. The World Tourism Organization believes that for a balanced tourism market the following proportion is required: one inbound traveler for one outbound and four internal tourists. Countries of active tourism are considered to be those where the number of foreign tourists exceeds the number of trips of their own citizens abroad. The tourist and recreational sphere of the national economy loses in the event of the departure of tourists abroad (foreign tourism) and vice versa: the entry of tourists from other countries (foreign tourism) and their consumption of the national tourist product is a source of growth of national income, as it increases the demand in the domestic market as for tourist services, as well as services and goods indirectly related to tourism (multiplier effect). Unfortunately, in Ukraine, the volume of outbound tourism is much higher and is not compensated by the entrance. The total number of tourists with minor fluctuations increased in our country by 2013 (Fig 2.2).

Of the 3454 thousand tourists in 2013, 2519 thousand (73%) traveled

abroad, 232 (6.7%) - entered Ukraine and 703 thousand (20.3%) were domestic tourists. The distribution of tourists by category and the purpose of visiting during 2011-2016 shows that the greatest proportion of all tourists and domestic tourists who are served by leisure and rest are respectively 99.1 and 66.8%; Business, business trips and studies are preferred by 6.2 and 22.9% of the respective contingent of tourists (see Appendix B.1-B.4). In 2014 the number of inbound tourists decreased to 17 thousand (0.7%), which is due to military events in our country. Unfortunately, the most powerful segment of the tourist flow in Ukraine is the number of citizens traveling abroad, which during 2000-2016. increased from 285 to 2519 thousand (2013) and 2085 thousand (2016). The number of foreign tourists visiting our country decreased from 378 to 232 and 17 thousand respectively. At the same time, the volume of domestic tourism also decreased from 1351 to 774 (2013) and 703 thousand (2016) [85, p. 10-11; 74, p. 467]. Such tendencies indicate that the level of development of the national tourism industry and recreation does not meet the needs and requirements of consumers to quality and world standards [39, p. 279]. The influence of such negative factors as economic and political instability, military actions, and so on remains essential. A slightly different situation is observed with the indicators of the number of foreign citizens visiting Ukraine with different intentions, for example, for the purpose of business, business, diplomatic and private travel, i.e. tourism, training, employment, immigration (permanent residence) and cultural and sports exchanges. The peak of these trips is during the crisis periods, namely, the 2008 and 2013 years, which is also characterized by an increase in the corresponding values (Figure 2.3). This is due to the fact that it is easier to use the situation during the crisis periods (2008), social

and political mess (2013), perhaps for business purposes or the cheaper services provided by Ukraine in comparison with other foreign the states. Among the Ukrainians, Austria, Belarus, Bulgaria, Czech Republic, Greece, Israel, Poland, Romania, the Russian Federation, the OAU, Turkey and Egypt (addendum B) are in greatest demand among the Ukrainians regarding the choice of places of tourist trips. Ukraine is attractive as a tourist destination for consumers from Belarus, Poland, Russia, the United States, the United Kingdom and Turkey (addendum D).

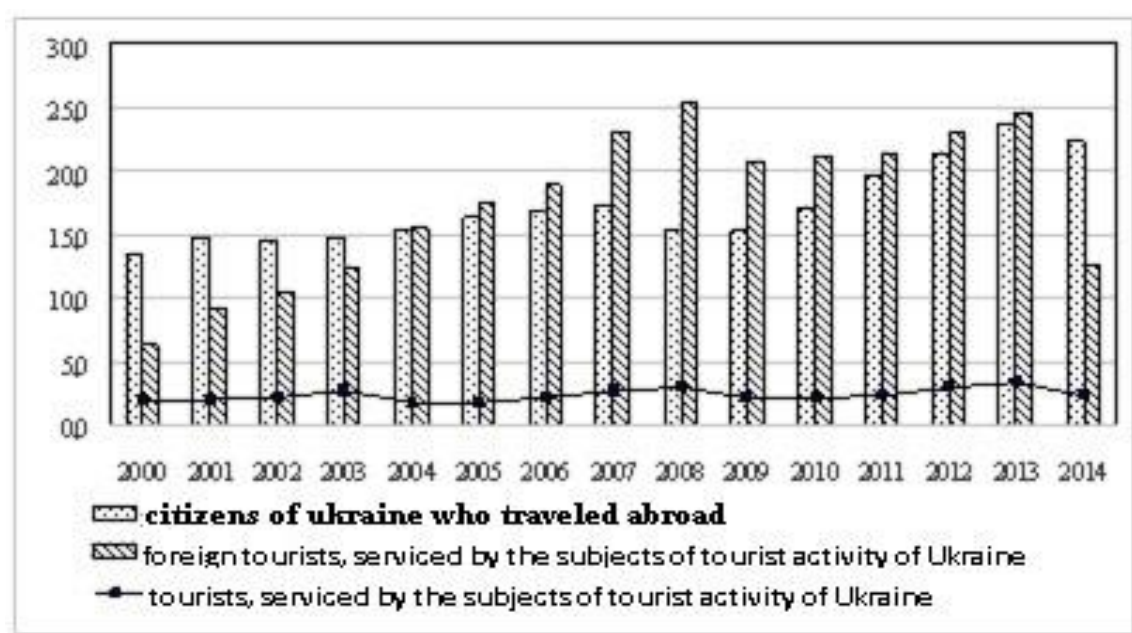


Fig. 2.3. Dynamics of migratory and tourist flows of Ukraine, 2000-2014, mln. People

Due to the low level of quality of service that does not correspond to price policy, insufficient state support for state entrepreneurship subjects, low level of development of transport and tourist infrastructure, the domestic tourism sector realizes its possibilities by only one third. Of the 1,3 thousand hotel complexes in 2014, only a small part of them complied with modern standards, 80% of hotel enterprises needed repair, rooms - reconstruction and re-equipment, technology of service - automation and

computerization. One of the most important tasks is the development of a network of comfortable hotels and camps, first of all along the international transport corridors that pass through the territory of our state [86, 87]. Positive changes took place in the sphere of hotel industry and its infrastructure. The world-renowned hotel chains (Sheraton, Hilton, Ibis, Reikartz, Ramada Worldwide, Radisson, Inter-Continental, Hyatt International, Marriott International, Accor Group, Magic Life, Rixos, Kempinski Hotels & Resorts, Fairmont Raffles Hotels International, Continent Hotels & Resort, Park Inn, Orbis, Rival Hotels, Comfort Green Hotels Holiday Inn), Ukrainian hoteliers grew up, hostel movement was activated [77]. In general, it should be noted, firstly, that there was a growth in the needs of the population in recreational and tourist services, and secondly, the reduction of opportunities for their implementation. An unfavorable demographic situation in combination with systemic socio-economic problems has led to deterioration of the health and environment of the population. The increase in the incidence rate, primarily due to diseases of the cardiovascular system, circulatory and endocrine systems, blood diseases and blood-forming organs, respiratory and digestive organs, is observed in most regions of Ukraine. In 2014, there were 62.8 thousand cases of illness per 100 thousand populations, which is by 4.2% more than in 2000, and by 11% more than in 1995, including children under the age of 14 - 130,300 cases of diseases, adolescents aged 15-17 years - 118,7 thousand [88, p. 21]. Tuberculosis, AIDS, drug addiction, sexually transmitted diseases have been threatened among young people; the number of those engaged in physical culture, sports and tourism has decreased. It actualizes the search for ways to solve medical and social problems of human health, which is a major factor in the organization of recreational and tourist activities, harmonized with the needs of potential

tourists and tourists, as well as with the state of the environment. The social performance of the functioning of the recreation and tourism sector can be characterized by analyzing the accessibility and coverage of health services of certain categories of people, namely: children, children with special needs, victims of the Chernobyl accident, and ATO participants. In Ukraine, the Law "On Health and Rest of Children" is in force, which regulates the provision of health-improving services (children are healed for at least 21 days or rest for at least 14 days in in-patient health and recreation facilities). The organization of recreation and rehabilitation of children is carried out at the expense of state and local budgets, funds of enterprises, institutions and organizations, extra budgetary proceeds, voluntary contributions of legal entities and individuals, and the funds of parents. For budget funds at all levels, less than 5% of children are being rehabilitated, with strictly defined preferential categories: orphans and parents deprived of parental care (one hundred percent should be healed by law), children from low-income and large families and talented children. The latter categories are provided by budget rehabilitation on the residual principle [89]. According to the Ministry of Social Policy of Ukraine for 2013-2015, the amount of used budget funds decreased from 634.8 to 527.3 million hryvnias, including strengthening the material and technical base of institutions (from 9.4 to 4.5% of the total the amount of used budget funds), and for the improvement of recreation and rest of the children increased (from 88.4 to 92.8%). In 2015 only regional budget and budget funds of Kyiv (49.3%) and budgets of cities and rayon's of oblast importance (50.7%) were allocated for the preparation and implementation of children's recreation and recreation, including, respectively, the strengthening of the material and technical base of institutions - 1,7 and 1,9%, for recreation and recreation of children - 95,7 and 90,1%. The funds

of the Social Insurance Fund for temporary disability were allocated only in 2013-2014 for health improvement - 360.8 and 325.4, having reduced by 9.8%; for rest - 0.1 and 0.9 million UAH, having increased by 7.7 times. Other funds attracted (funds of trade unions, parents, enterprises, institutions, organizations, sponsors' funds) in 2016, compared with 2014, decreased for health improvement by 19.3%, for recreation - 0.3% (add.1) [90, p. 52; 93, p. 52; 94, p. 53]. In the summer of 2010 1718.1 thousand children of school age or 38.8% of their total number were rehabilitated, including 1336.6 thousand (77.8%) in children's health camps, 583 in sanatorium and resort institutions, 2 thousand (22,2%) [91, p. 5, 15]. In the summer of 2012 - respectively 1825.0 thousand children (43.0%), 1455.5 (79.7), 369.5 thousand (20.3%) (Table 2.3, Appendix E.2) [92, p. 7, 21]. In 2014, more than 2532.4 thousand children (58.9% of the total number of school-age children) are provided with health improvement and rest, which is by 795.2 thousand less than in 2013, of which 888.6 thousand were recovered children (20.7%), or 533.6 thousand less than in 2012. In the summer of 2014, 17.7 thousand children's recreation and leisure establishments operated (by 2.3% more compared to 2012 and 2.3 times since 2005), including 3.9% out-of-town (507 - recreation, 178 - rest) and 90,2% with a day stay(16013units). Since 2014, indicators of coverage for health and recreation as a whole of all children and children of privileged categories have deteriorated significantly. Summer of 2015 there were 9743 children's recreation and recreation facilities, which, unfortunately, was 30,3% less than in the previous year and by 46,5% - compared with 2013. The number of health-giving children decreased accordingly to 917 thousand by 30.2 and 53.7%. The share of well-off children (excluding those who arrived for recovery

from Ukraine to other countries) in the total number of children aged 7-16 years in 2010 was 38.8 and in 2015 - 23.7% (see Table 2.3) [93, p. 7, 21].

Number of child care centers and rehabilitation centers, working in the summer, and the number of recovered their children 2010-2015rr. *

Indicator	2010	2011	2012	2013	2014	2015	2015 to 2010,%	2015 to 2014,%	2015 to 2013%
Number of child care, everything from.	17342	17703	17744	18549	13977	9743	56.2	69.7	52.5
Of them in institutions:									
sanitation	580	541	559	606	452	333	57.4	73.7	55.0
recreation	16762	17162	17185	17943	13525	9410	56.1	69.6	52.4
Cured children around thousand.	1718	1784	1825	2017	1346	917	58.5	68.1	45.5
Of them in institutions:									
sanitation	381	344	369	407	280	172	57.8	61.6	42.3
recreation	1337	1440	1456	1610	1066	745	58.7	69.8	46.3
The proportion of the total number of children in institutions%:									
sanitation	22.2	19.3	20.3	20.2	20.8	18.8	-0.2	-2	-1.4
recreation	77.8	80.7	79.7	79.8	79.2	81.2	0.2	2	1.4
The share of recovered children the total number of children 7-16 years,%	38.8	41.5	43.3	48.6	34.9	23.7	-15.1	-11.2	-24.9
Healed children of privileged categories, total, thousand.	490	496	498	542	401	244	49.8	60.8	45.0
Of them in institutions:									
sanitation	95	86	92	92	63	51	53.7	81.0	55.4
recreation	395	410	406	450	338	193	48.9	57.1	42.9
The proportion of the total number of	28.5	27.8	27.3	26.9	29.8	26.6	-1.9	-3.2	-0.3

recovered children,%									
Of them in institutions:									
sanitation	24.9	25.0	24.9	22.6	22.5	29.7	4.7	7.2	7.1
recreation	29.5	28.5	27.9	28.0	31.7	25.9	-3.6	-5.8	-2.1

Source: [90, p. 6-8, 21; 94, p. 6-8, 21].

Regarding some privileged categories of children provided with rehabilitation and rest, in the period 2010-2015. Population recovered from large and poor families decreased from 320.3 to 169.3 thousand.; children affected by the Chernobyl disaster - from 79.3 to 23.2; orphans and children without parental care - from 67.6 to 37.8; disabled children - from 22.7 to 13,5tys. (Fig. 2.4, ext. E.3) [94, p. 7-8, 21].

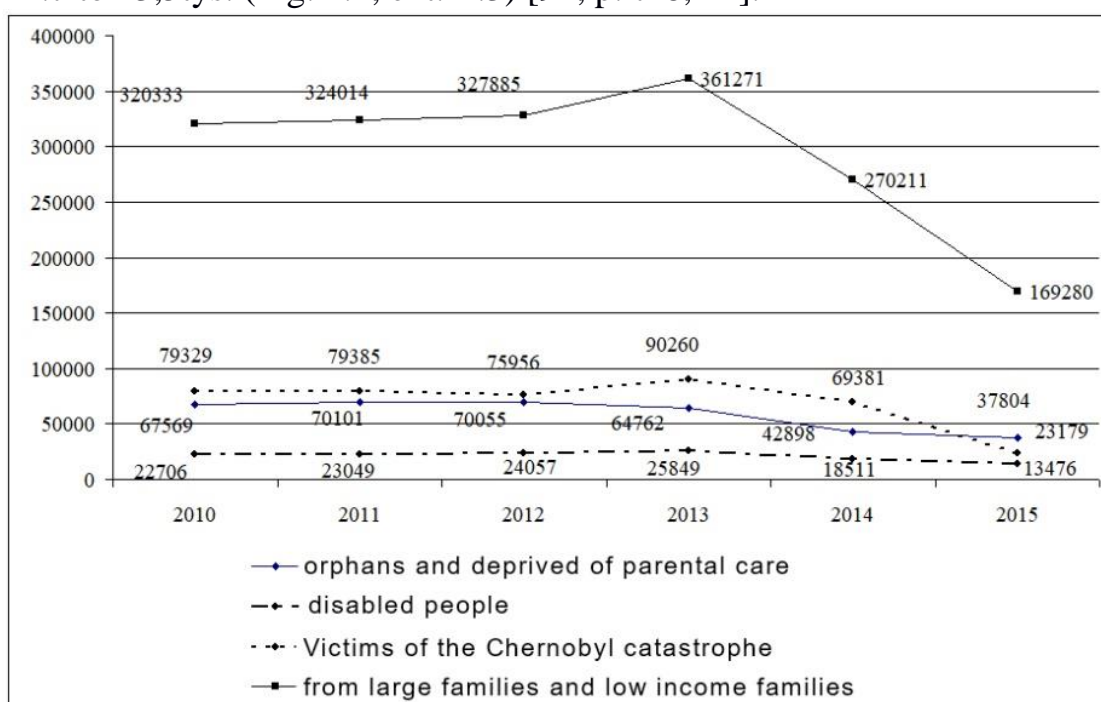


Fig. 2.4. Dynamics of recovery of certain categories of children in the summer of 2010-2015. Persons

The decrease in the number of school-age children with well-being and rest in 2014 compared to 2013 is due to the annexation of the Crimea and counter-terrorist operations, restrictions on funds allocated from local budgets for the improvement and recreation of children, and the reorganization of local structural divisions. In the summer of 2014, more

than 9.3 thousand internally displaced children, children from families of victims and victims of mass protests in the mass protests during the February events on Independence Square, children whose parents died, were injured or directly involved in the conduct of health antiterrorist operation. In connection with the temporary occupation of the territory of the ARC and the holding of the ATO, the state lost more than 122 children's recreation and recreation facilities (including the International Children's Center Artek), as well as 68 health-improving facilities and 533 recreation facilities located in Donetsk and Lugansk regions. In general, there is a slight improvement in the situation with the improvement of the privileged categories of children, namely: an increase from 2 to 4.5% of the share in all categories of health-giving children in the total number of well-off and resting children (Table 2.4).

Table 2.4

Number of child care centers and rehabilitation centers, working in the summer, and the number of recovered their children 2012-2015rr. *

Indicator	2012	2013	2014	2015	2016	2017	2017 to 2012,%	2017 to 2014,%	2017 to 2012%
Number of child care, everything from.	17342	17703	17744	18549	13977	9743	56.2	69.7	52.5
Of them in institutions:									
sanitation	580	541	559	606	452	333	57.4	73.7	55.0
recreation	16762	17162	17185	17943	13525	9410	56.1	69.6	52.4
Cured children around thousand.	1718	1784	1825	2017	1346	917	58.5	68.1	45.5
Of them in institutions:									
sanitation	381	344	369	407	280	172	57.8	61.6	42.3
recreation	1337	1440	1456	1610	1066	745	58.7	69.8	46.3
The proportion of the total number of children in institutions%:									
sanitation	22.2	19.3	20.3	20.2	20.8	18.8	-0.2	-2	-1.4
recreation	77.8	80.7	79.7	79.8	79.2	81.2	0.2	2	1.4

The share of recovered children the total number of children 7-16 years,%	38.8	41.5	43.3	48.6	34.9	23.7	-15.1	-11.2	-24.9
Healed children of privileged categories, total, thousand.	490	496	498	542	401	244	49.8	60.8	45.0
Of them in institutions:									
sanitation	95	86	92	92	63	51	53.7	81.0	55.4
recreation	395	410	406	450	338	193	48.9	57.1	42.9
The proportion of the total number of recovered children,%	28.5	27.8	27.3	26.9	29.8	26.6	-1.9	-3.2	-0.3
Of them in institutions:									
sanitation	24.9	25.0	24.9	22.6	22.5	29.7	4.7	7.2	7.1
recreation	29.5	28.5	27.9	28.0	31.7	25.9	-3.6	-5.8	-2.1

Source: [90, p. 6-8, 21; 94, p. 6-8, 21].

Regarding some privileged categories of children provided with rehabilitation and rest, in the period 2012-2017. Population recovered from large and poor families decreased from 320.3 to 169.3 thousand.; children affected by the Chernobyl disaster - from 79.3 to 23.2; orphans and children without parental care - from 67.6 to 37.8; disabled children - from 22.7 to 13,5tys. (Fig. 2.4, ext. E.3) [94, p. 7-8, 21].

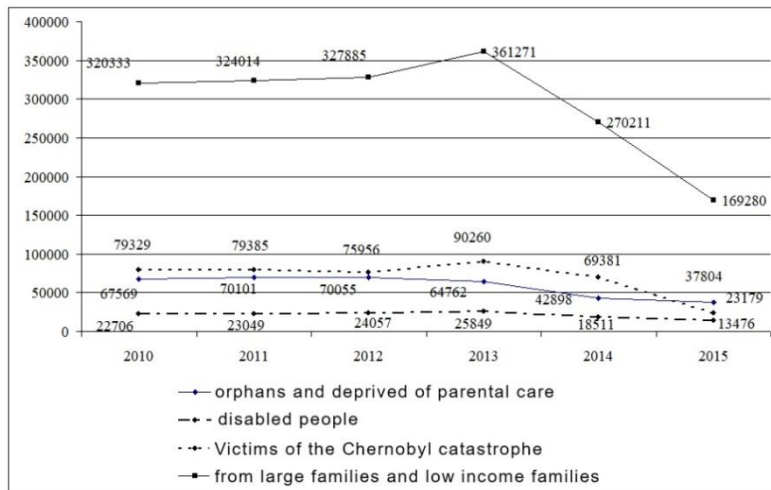


Fig. 2.4. Dynamics of recovery of certain categories of children in the summer of 2010-2015. Persons

Reducing the number of school-age children, equipped rehabilitation and recreation in 2014 compared to 2013, due to the annexation of the Crimea and conduct anti-terrorist operations, limited funds allocated from the local budget for rehabilitation and recreation of children reorganization of structural subdivisions. In the summer of 2014 made healthier and rested more than 9.3 thousand. Children of internally displaced persons, children from families of dead and injured members of public protest mass actions during the February events in Independence Square, children whose parents were killed, injured or are directly involved in carrying out anti-terrorist operations. Due to the temporary occupation of the territory of Crimea and ATO conducting state lost more than 122 children's institutions and rehabilitation centers (including the International Children's Center "Artek")

Generally seen a slight improvement in the health of children of privileged categories, namely: an increase of 2 to 4.5% share in all categories of recovered children in the total number of recovered children and tourists (tab. 2.4).

Table 2.4

The share of children placed in institutions of rehabilitation and recreation in the summer of 2010-2015., % *

Indicator	2010	2011	2012	2013	2014	2015	2015 to 2014, ±
Orphans and children without parental care in institutions healed:							
sanitation	57.8	54.4	52.4	50.3	50.3	52.4	2.1
recreation	42.2	45.6	47.6	49.7	49.7	47.6	-2.1
Children with disabilities:							
Sanitation	21.8	15.8	19.2	19.7	19.7	23.6	3.9
recreation	78.2	84.2	80.8	80.3	80.3	76.5	-3.8
Children who suffered from the Chernobyl disaster:							
sanitation	5.5	6.4	13.7	9.7	9.7	5.2	-4.5
recreation	94.5	93.6	86.3	90.3	90.3	94.8	4.5
Children from large and poor families:							
sanitation	14.7	12.1	12.3	11.6	12.6	16.0	3.4
recreation	85.3	87.9	87.7	87.4	87.4	84.0	-3.4

Source: [92, 93, 94].

To include vulnerable and those affected by the Chernobyl disaster. In 2014 was provided social protection of citizens, whose number exceeds 2 mln. People.

Acceleration of the development of child and adolescent rehabilitation in Ukraine impeding factors: available material base, which is under the jurisdiction of different ministries and agencies, almost never used for recreation and relaxation in the winter and off-season (a reduction in network countryside camps because of their conversion and lack of funds for repairs); poor control over the pricing of children and youth vouchers whose value exceeds the financial capacity of most young people

and their parents; no flexible benefits system for travel services for children and young people, especially in ensuring their accommodation, food, transport and cultural excursions [95, 96]. Unfortunately, since 2014, expanding the range of socially vulnerable groups, which now include injured as a result of revolutionary and military action. In this regard established State Service of Ukraine for war veterans and members of anti-terrorist operation (Cabinet of Ministers of Ukraine number 326 of 08.11.2014), which is responsible for establishing the status of veteran participants ATO, providing social guarantees provided by the law, adaptation and psychological rehabilitation, provision of health-resort treatment, technical and other means of rehabilitation, housing war veterans, social and professional adaptation.

Law of Ukraine "On State Budget of Ukraine for 2014" social protection of this category of victims provided a total 2.6 bln. USD, including rehabilitation and rest - 370.0 mln. UAH. Within the allocated funds purchased 63,752 vouchers. At the same time decreases the performance indicators in this category (tab. 2.5).

Improvement affected as a result of the Chernobyl accident in specialized institutions 2012-2016 years. *

Indicator	2012	2013	2014	2015	2016 to 2011,%	2016 to 2013,%
The number of victims recovered as a result of the accident, all, thnd.	138.9	116.2	93.6	73.3	52.7	78.3
Including:						
sanatoriums	96.3	74.0	54.4	47.8	49.7	87.9
children's sanatoriums	22.0	19.0	22.7	18.0	82.1	79.6
children's recreation facilities year-round action, childcare centers	8.1	6.9	5.6	3.3	40.5	58.4
boarding houses with treatment	2.1	0.8	2.8	0.1	6.2	4.6
health centers, dispensaries	5.7	3.2	3.3	2.6	45.5	78.4
holiday resorts	0.8	5.5	0.4	0.1	8.6	19.6
recreation and other leisure facilities (Excluding hostels)	3.5	6.7	4.3	1.2	34.6	28.3

* Source, The State Statistics Service of Ukraine for the relevant years

Important indicators of social sphere oriented recreation and tourism are also general data on the number of objects of tourist infrastructure that can take people to rest and recovery. Thus, in 2016 nearly 3.9 thousand. Of tourist activities (licensed travel agencies and tour operators) provided services to 2.4 million. People, including 17 thousand. Foreigners (0.7%) received 5,566,600,000. UAH. income from services rendered; 4572 establishments hotel and spa management services provided 5.4 million. People, including 552 thousand. Foreigners (10.2%) received 6,578,500,000. UAH revenues from services provided [97, p. 11; 85, p. 5]. In 2644 the enterprises of the hotel industry served 3.8 million. Arrivals (70.3% of visitors) in t. H. Foreigners - 527 thousand., Or 13.8% of total visitors.

Most hotels and similar accommodation facilities are concentrated in Lviv (273 units.), Odessa (235), Transcarpathian (229) Ivano-Frankivsk (212) regions, m. Kyiv (157) and Dnipropetrovsk (146 units). Region. In 1928, health-resort facilities and recreation facilities improved their health of 1.6 million people, including foreigners - 24.4 thousand., or 1.5% of the total number of people served. Most citizens improved their health in seven regions of Ukraine: Dnipropetrovsk (14.6%), Odessa (13.0), Zaporozhye (11.1), Lviv (10.6), Kherson (7.1), Nicholas (6.4) and Transcarpathia (4.9%) [97, p. 11, 52-53]. With order to perform diagnosis of generalized social impact of providing public recreation facilities tourism industry proposed integrated index by calculating its integrated indexes of logistics and traffic facilities. We identified two groups of indicators: the first - availability of infrastructure - includes data on the number of beds in hotels and other places of short-term accommodation and sanatorium establishments per 10 thousand. population; the second - up visit (the number of served / recovered persons) - number of served visitors in hotels

and other places of short-term residence and recovered in a sanatorium establishment per 10 thousand. population.

After the appropriate calculations for 2000-2016 gg. Allocated to five groups of regions with approximate integral indicators index (ii) development of tourism and recreation (relatively averages roughly equal to 1.00), the highest level (above 1.40) higher average (1,05-1,40), average (0,70-1,05); below average (0,35-0,70); the lowest level (to 0.35) (Table. 2.6, ext. ZH.1-ZH.4).

Table 2.6

Grouping regions in terms integral index (II) of recreation and tourism Ukraine for years *

Level	Region by region	Index	Level	Region by region	Index
2000-2016rr.			2000-2016 biennium.		
Highest	Herson	1.60	Highest	Herson	1.61
	Odessa	1.52		Odessa	1.53
Above average	Mykolaiv	1.32	Above average	Mykolaiv	1.33
	Lviv	1.17		Lviv	1.21
	M. Sevastopol	1.08		M. Sevastopol	-
Average	Zaporizhia	1.02	Average	Zaporizhia	1.05
	M. Kyiv	1.01		M. Kyiv	1.00
	Zakarpattya	0.85		Zakarpattya	0.89
	Dnipropetrovsk	0.77		Dnipropetrovsk	0.78
Below average	Kiev	0.71	Below average	Kiev	0.72
	Donetsk	0.68		Donetsk	0.65
	Poltava	0.63		Poltava	0.65
	Volyn	0.61		Volyn	0.61
	Cherkassy	0.60		Cherkassy	0.60
	Ivano-Frankivsk	0.53		Ivano-Frankivsk	0.55
	Chernihiv	0.51		Chernihiv	0.50
	Rivne	0.50		Rivne	0.50
	Kharkov	0.50		Kharkov	0.50
	Vinnitsia	0.44		Vinnitsia	0.45
	Ternopil	0.44		Ternopil	0.44
	Lugansk	0.40		Zhytomyr	0.39
	Zhytomyr	0.39		Sums	0.39
Sums	0.39	Lugansk	0.35		
least	Khmelnysky	0.34	least	Khmelnysky	0.35
	Chernivtsi	0.33		Chernivtsi	0.33
	Kirovohrad	0.32		Kirovohrad	0.33

* Source: developed by authors

An analysis of the relationship between the development of the material and technical base (Ii1) and the attendance of objects (Ii2) of the recreational and tourist sphere of Ukraine was performed, and a significant territorial uneven distribution of objects of the tourist and recreational sphere and the effectiveness of their use during 2000-2016 was revealed. . As a result, five groups of recreational and tourist regions are distinguished:

- with the highest level of infrastructure development and attendance of objects: Odessa and Kherson regions, where the bulk of tourist and recreational establishments of Ukraine are concentrated and which are geographically concentrated near the sea and water recreational resources, which testifies to the sufficient development of recreational and tourist activities for provision of the corresponding services in resort :

- higher than the average - Lviv, Mykolayiv and Sevastopol City .; average - Volyn, Transcarpathian, Zaporizhia, Dnipropetrovsk, Kyiv region and the city. kyiv;

- lower than the average - Vinnytsia, Volyn, Donetsk, Zhytomyr, Ivano-Frankivsk, Luhansk, Poltava, Rivne, Sumy, Ternopil, Kharkiv, Cherkasy, Chernihiv region, which certainly confirms the existence of significant potential Therapeutic recreation and tourism;

- the lowest - Kirovohrad, Khmelnytsky, Chernivtsi regions.

Grouping regions of Ukraine by a combined index of recreation and tourism during the 2001-2016 biennium. Found that disparity varies only in the group of the highest and lowest level due to the annexation of the Crimea and the temporary occupation of the territories of Donetsk and Lugansk regions (see. Table. 2.6).

Thus, during the 2001-2016 biennium. Significantly reduced the number of objects, especially health centers (specialized accommodation

facilities) - from 3304 to 1928 (by 41.6%). And not only decrease occurred in 2016 (31.8%). This trend is inherent throughout the study period, indicating a deterioration in the health of the population. Proof of this is the reduction ratios and if 2001 10 thousand. Population was 0.7 establishments of this type, the year 2016 - only 0.4. Unfortunately, we must note that the development of recreation and tourism in Ukraine is characterized by a generally negative trends (tab. 2.7).

Table 2.7

Indicators of social performance objects and subject's recreation and tourism Ukraine, 2001-2016rr. *

Indicator	2001	2005	2014	2015	2016	2016 to 2015,%
Number of objects from.:						
- specialized accommodation facilities	3304	3245	2377	2829	1928	68.2
10 thousand. population	0.7	0.7	0.5	0.6	0.4	72.1
- hotels and similar accommodation	1258	1232	1252	3582	2644	73.8
10 thousand. population	0.3	0.3	0.3	0.8	0.6	78.1
- subjects of tourism	2652	2828	4793	5071	3885	76.6
10 thousand. population	0.6	0.6	1.1	1.1	0.9	81.1
The number of serviced / recovered, thus. Persons:						
- Specialized accommodation facilities	3012	3267	2770	2835	1610	56.8
10 thousand. population, persons	622	696	607	624	375	60.1
- Hotels and similar accommodation	3497	3938	4657	5468	3814	69.8
10 thousand. population, persons	722	839	1021	1204	888	73.8
- subjects of tourism	2175	1826	2344	3454	2425	70.2
10 thousand. population, persons	449	386	514	760	565	74.3
Average number of full-time employees, persons:						
- specialized	122886	119743	102003	88626	51774	58.4

accommodation facilities						
10 thousand. population	26	26	22	20	12	61.8
- hotels and similar accommodation	-	31312	51415	37867	26644	70.4
10 thousand. population	-	7	11	8	6	74.5
- subjects of tourism	-	10632	14411	13531	11513	85.1
10 thousand. population	-	2	3	3	3	90.0
Revenues from rendered services (without VAT, excise duties and similar payments) thousand. UAH:						
- Specialized accommodation facilities						
all	-	-	6869936.6	6316488.6	3174075.6	50.3
1 person USD.	-	-	150.5	139.0	73.9	53.2
- Hotels and similar accommodation						
all	610010.8	1647159.8	4027621.4	5851483.9	3404439.0	58.2
1 person USD.	12.7	35.3	88.3	128.8	79.3	61.6
- subjects of tourism						
all	249701.8	987950.6	4937716.0	5676272.0	5566644.5	98.1
1 person USD.	5.2	21.2	108.2	125.0	129.7	103.8

Source: [98, 73, 85].

At the same time the positive trends observed increase in the number of such establishments as hotels and similar accommodation facilities for them, as well as subjects of tourism - respectively from 2682 to 3885 and from 0.6 to 0.9 establishments per 10 thousand. Population.

Also descending character with coverage indicators rehabilitation services and recreation. Yes, most reduction was served on the size / recovered in sanatoriums - from 3012 to 1610 thousand. People (46.5%), including against 2015 - by 43.2%. If in 2001 10 thousand. People improved their health in sanatoriums 622 people, the year 2016 - only 375 people.

The number of persons served hotels and business tourism, in general grew steadily until 2015, and in 2016 - declined. Overall, the number of people served in hotels increased from 3497 to 3814 thousand.

(9.1%), including 10 thousand. People population - from 722 to 888. The subjects of tourism services provided in 2001 p. 2175 thousand. people, whereas in 2016. - 2 425 thousand. The number served by 10 thousand. Population respectively increased from 449 to 565 people.

Noting the generally positive trend of the operation of hotels and business tourism, it should be noted that these institutions provide services mostly for a fee. Therefore, to attribute them to the characteristics and components of the process of human development is possible only if the increase in the coverage of these services accompanied by rising personal income.

The social aspects of recreation and tourism areas, as noted above, and include employment rates, which are characterized by negative trends (see. Table. 2.7). For example, in health centers reduce the average number of full-time employees amounted to 57.9% (relative to 2015 - 41.6%); rates - 15% in 2005 (29.6% in 2015); in tourist activity - increased from 10 632 (2005 g.) to 11 513 (2016 g.), but compared to 2015 decreased by 15%.

In the recreation and tourism is concentrated great potential medical, administrative staff, support staff employed to maintain the recreational and tourist flow. In particular, in 2016 this sector employed 89.9 thousand. People (1.0% of the total average number of full-time employees - 9 mln.), Including of tourist activities (licensed travel agencies and tour operators) - 11.5 thousand people (12.8% of total employment in the recreation and tourism sector), hotels and similar accommodation establishments - 26.6 thousand. (29.6%), spa and wellness facilities - 51.8 thousand. (57.6%). Number of employees (10.6 mln. People) compared to 2015 decreased in all economic activities, particularly in temporary accommodation and catering - by 8.2%, the arts, sports, entertainment and recreation - the lowest at 0.3%, reaching 269.9 thousand together. people (2.8% of total)

[99, p. 13]. A considerable share of employment in the tourism and recreational facilities are highly qualified, with the average number of full-time employees in the tourism sector with higher and secondary special education 6.2 thousand. People (84.5%), health resorts and health centers employed 5.2% 14.6% of doctors and nursing staff [97, p. 11, 52-53; 85, p.5]. 2% of physicians and 14.6% of nursing staff [97, p. 11, 52-53; 85, p.5]. 2% of physicians and 14.6% of nursing staff [97, p. 11, 52-53; 85, p.5]. 2% 14.6% of doctors and nursing staff [97, p. 11, 52-53; 85, p.5]. 2% of physicians and 14.6% of nursing staff [97, p. 11, 52-53; 85, p.5]. 2% 14.6% of doctors and nursing staff [97, p. 11, 52-53; 85, p.5]. 2% of physicians and 14.6% of nursing staff [97, p. 11, 52-53; 85, p.5]. 2% 14.6% of doctors and nursing staff [97, p. 11, 52-53; 85, p.5]. 2% of physicians and 14.6% of nursing staff [97, p. 11, 52-53; 85, p.5]. 2% of physicians and 14.6% of nursing staff [97, p. 11, 52-53; 85, p.5].

Thus, at the present stage of recreation and tourism Ukraine affected a large number of negative factors, such as: unstable political and economic situation, the imperfect management mechanism, worsening socio-economic situation, the loss of much of its potential as a result of annexation and military operations and more. Based on the analysis of the current state of tourism and recreation system, taking into account macroeconomic and regional factors, the following features of their development:

- deterioration of social performance indicators functioning areas of recreation and tourism decline (especially in the last two years) level of coverage of different types of recreation and tourism;
- growing structural imbalance of the market recreation and tourism in the region, the loss of a large part of recreational and tourist potential of the area (the Crimea and Donbas);

- chronic underemployment objects recreation and tourism infrastructure and a significant depreciation of fixed assets of these companies lack the resources to improve the quality of services and investment.

In this situation, particularly actualized question of finding effective mechanisms of recreation and tourism as an important factor for economic and social development of the national economy of Ukraine. Our country has the potential for development of recreation and tourism and enhancing their impact on the social aspects of life: rest and recovery, increase intellectual capacity and cultural level of the whole person and - quality of life. However, it is important not so much the economic realization of this potential as enhance the social aspects of recreation and tourism areas, its role in sustainable human development.

2.3. Methodology calculating the environmental and economic burden of tourism

The international community is increasingly concerned about the negative impact of tourism on the environment, namely: degradation of natural landscapes due to excessive consumption of resources; building of land; contamination of natural objects; a threat to wildlife and habitats of animals and birds; loss of biodiversity and, finally, violation of local customs and communities, etc. Current scientific tasks in this area are the calculation of the threshold values for the degradation of recreational zones from the number of visits. This involves taking into account the quality of soils (from sand, loamy to black soil), the type and density of forest plantations (steppe vegetation, coastal strip) and other factors for temperate climates, in particular the determination of the ability to recover from anthropogenic pressure. These values are individual for each recreational zone and are experimentally. In the conditions of dynamically growing tourist flows, which over the past 60 years increased 40 times (from 25 million in 1976 to more than 1 billion people in 2016), the tourist load on the world's recreational and tourist resources, which in some places the increased concentration of tourist traffic has already reached critical boundaries. Determine the logistic potential (maximum permissible load) of the sea beach for a summer vacation is possible on the basis of the sanitary norm of the length of the beach per one person (it is 0.2 meters). For this purpose, it is recommended to use the calculation formulas below:

1. Indicator provision coastline beaches:

$$\mathbf{Z_n = L_n / L_{zah}},$$

where Z_n -availability of beaches (m / km);

Ln-length beach (km)

Lzah-coastline (km).

2.Indicator single maximum capacity of the beach:

$$\mathbf{EP = Ln / CH}$$

EP-where maximum capacity single beach (pers.)

Ln-length beach (m);

CH-sanitary norms length of beach per person.

3.Pokaznyk degree of use of beach resources

$$\mathbf{Bn = Jer / EP}$$

where Vp-degree use of beach resources (%);

Jer-capacity recreation facilities (pers.)

EP-single maximum capacity of the beach (pers.).

4. Value of maximum (allowable) annual capacity of beach:

$$\mathbf{Yemr EP = T \cdot}$$

Where Yemr, the maximum possible (acceptable) annual capacity of the beach (pers.)

EP-single maximum capacity of the beach (pers.)

T-period with favorable climatic conditions (days).

5. Rate as possible (acceptable) turystopotoku (ie potential logistics beach):

$$\mathbf{PMR = Yemr / TST}$$

Where the LDP - the maximum possible annual turystopotik (pers.)

-The maximum annual capacity Yemr beach (pers.)

TST - Average Duration (days).

6. Opredelenie daily capacity most famous and visited tourist sites that form the cultural and historical potential of the big city, which attracts tourists (C):

$$C = (C1 + C2 + C3 + \dots) (1 - Ir)$$

where c1-capacity facility 1;

C2-capacity facility 2;

C3-capacity facility 3;

Ir - correction factor site visits by local residents and individual tourists.

To determine the daily throughput (logistic capacity) of the proposed technique developed by the author based on the algorithm recommended by the UNWTO for architectural and historical exhibition of objects:

7. Defines the throughput potential of the object:

$$P = Y / Y,$$

where P - the throughput capacity of the object (pers.)

T-object area (m²); Z - recommended standard density yet m² / tourist).

8. Determine the rate of rotation:

$$Kp = B / B$$

where Kp - coefficient of rotation;

M - number of hours per day when the facility is open to tourists (h.);

B Average Visit Duration (h. - min).

9. Determine the maximum allowable number of daily visitors (maximum daily flow of tourists - the logistic potential object):

Matthew · P = Kp,

where Matthew - the maximum number of daily visitors (pers.)

P - throughput capacity of the object (pers.)

Kr - coefficient rotation.

As an example, the calculation of logistical capacity (that is, the maximum possible touristic flow) for tourist object-medieval castle area of 10,000 m² (t = 10000m²) and standard density rating Y = 5 m² / 1 tourist.

So, first determine carrying capacity of the object: P = 10000/5 = 2000 people. 10.Rozrahovuyemo rotation coefficient: Kp = 8 hours / 1 hour. 40 min. = 4.8.

Finally, we obtain the significance of the logistic potential of the fortress, that is, the maximum possible tourist flow will be

$$\mathbf{Matthew\ 4,8 \cdot = 2000 = 9600\ people.\ / Day.}$$

Similar results in other climates can have an effect that is different from resulting in a temperate climate. The calculated thresholds environmental degradation can be used with a known approach to any region of Ukraine, which will enable the planning and creation of recreational areas expected to limit the flow of visitors, ie power recreational facilities. In the practice of tourism enterprises most widely following indicators.

Return on sales (Pp) is calculated as the volume sold in tourist products and services and their individual categories:

$$\mathbf{Pp = BP (PE) / VR (UR) * \underline{100\%} \ or \ Pp = BP (PE) / C * 100\%}$$

where BP - balance profit;

PE - net profit;

In p (ap) - earnings (net revenue) from sales;

WITH - cost.

Unified methodology for determining the load on the environment there is not only in our country but also abroad. Modern authors use both terms of human pressure and throughput capacity, adequate or optimal load it [50, p.166]. The results of the analysis of methods of calculating ecological and economic burden of recreational methodological point of view it is advisable to calculate the capacity of the territory is not in size, but based on linear load (recreational trails capacity of areas for recreation). In particular, L. Kobanets gives the formula for determining the capacity of the controlled recreation area (Ecotourism recreational area):

where - the best of recreation, pers. / Day;

- reclaimable factor considering violations of vegetation, soil compaction during laying and improvement of trails (from 1.5 to 2.0 for wide and narrow paths, respectively);

- the width of the trail and on-site and route of (typically 1.5-2.0 m);

- Length of segment of the route (between network nodes), m; n - number of sections of the network;

- the area that holds the j-th object display, point of rest, etc. m²; m - the number of objects the show, points of rest;

- normal distribution paths for tourists that prevents physical and psychological discomfort when passing route (depending on the curvature, the width of the path, the type of vegetation, wildlife, etc., should be determined in each case), pers. / M²;

T- the duration of the global day, hour.; t - the average length of stay in the recreational area. kWh / day [55, p. 102].

This is particularly important even distribution of tourists and travelers on the paths in the world by means of monitoring. To this end,

taking a number of measures, including timely (possibly temporary) closure of congested areas and promote visits frolicking. Through management solutions can increase throughput, including by planning paths to a more widespread distribution of tourists and travelers the natural park; reducing conflicts between competing types (eg, selection of sites for special campsites, hotels and green stands for unorganized tourists); of advocacy; increase the strength of the resources are updated (for example, materials for road surface);

Thus, the introduction of a methodical linear approach to the calculation of the recreational capacity of natural areas, together with the creation within the natural parks of recreational and tourist enterprises of an innovative type (annual water parks of high capacity) and the levying of rent for the use of natural recreational resources from enterprises, will promote the sustainable development of recreational and tourist activities in natural parks, improvement of economic-ecological and social conditions in the regions. In defining the ecological and economic directions of the development of recreational and tourist research in the social aspect, one should pay attention to the following: -formation of the concept of sustainable development of recreation and tourism at different territorial levels; - study of tourism and recreation as systematically organized phenomena, analysis of modern trends in their development; -development and standardization of a comprehensive methodology for assessing the tourist and recreational potential of the territory at the national, regional and local levels; - scientific substantiation of boundaries, models of designing and development of tourist-recreational special economic zones taking into account allowable recreational loads; -development of the mechanisms of management of recreational zones on the basis of the formation of a system of statistical accounting, processing and analysis of

tourism data, development of information and reference and mapping of recreational and tourist activities; - drawing up short, medium and long-term forecasts for the development of regional and local recreation and tourism markets on the basis of their monitoring[57-64]. –

scientific substantiation limits, models design and development of tourist-recreational special economic zones on the basis of permissible recreational loads; -development management mechanisms recreational zones on the basis of formation of the system of statistics, processing and analysis of data on tourism, development of information and reference and mapping software recreation and tourism activities; - drawing up short -, medium - and long-term forecasts of regional and local recreation and tourism markets on the basis of monitoring [57-64]. - scientific substantiation limits, models design and development of tourist-recreational special economic zones on the basis of permissible recreational loads; -development management mechanisms recreational zones on the basis of formation of the system of statistics, processing and analysis of data on tourism, development of information and reference and mapping software recreation and tourism activities; - drawing up short -, medium - and long-term forecasts of regional and local recreation and tourism markets on the basis of monitoring [57-64]. development of information and reference and mapping software recreation and tourism activities; - drawing up short -, medium - and long-term forecasts of regional and local recreation and tourism markets on the basis of monitoring [57-64]. medium - and long-term forecasts of regional and local recreation and tourism markets on the basis of monitoring [57-64].

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Let us consider what happens as a result of the tourism industry. The negative effects of tourism today in a country experiencing many of the

developing countries, especially those that do not have sufficient technical and financial capacity to fill the resources spent by tourists and held them remove waste. No secret that such waste in its volume Often far exceed those generated in the daily activities of the total population, which is the subject of tourism. For example, in Nepal, where large popular this kind of outdoor activities like hiking, every tourist is estimated every day burns about 6 kg of wood, and despite the fact that the country has an acute shortage of fuel. In the Egyptian capital Cairo, a stately hotel for a year consumes as much electricity how much it spends 3,600 households belonging to middle-income Egyptians. In the Caribbean region, the demand for seafood from tourists is so high that a major factor was the increased burden on the population of lobsters and shellfish. The pursuit of "natural" building materials and often poses a particular natural resource on the brink of extinction. Many beautiful corners of the world, not excluding protected areas is significantly affected by the inflows of tourists - "nature lovers", which is fraught with disastrous consequences for biodiversity of these places. The pursuit of "natural" building materials and often poses a particular natural resource on the brink of extinction. Many beautiful corners of the world, not excluding protected areas is significantly affected by the inflows of tourists - "nature lovers", which is fraught with disastrous consequences for biodiversity of these places. The pursuit of "natural" building materials and often poses a particular natural resource on the brink of extinction. Many beautiful corners of the world, not excluding protected areas is significantly affected by the inflows of tourists - "nature lovers", which is fraught with disastrous consequences for biodiversity of these places.

Tourism, as noted above, also leads to environmental pollution, dumping of raw sewage into the waters of rivers and seas, transportation

emissions include carbon dioxide and oxide of nitrogen, and the production of garbage and other solid waste (eg, committing cruises Court of tourists in Caribbean alone, each year more than 70,000 tons of waste). Construction of infrastructure and tourist destination also adversely affect the environment.

For example, 3/4 of sand dunes on the Mediterranean coast between Spain and Sicily did not actually exist mainly because their allocation and under construction, is designed to serve tourists. Whether tourists remain satisfied with the resort of time,. Since the pristine natural environment - a prerequisite for a pleasant pastime, its retention is 100% important economic factor for the tourism industry, for those policy makers in this area, experts and guides most travel companies, carried out both independently and in collaboration with private and public sectors. Shall be adopted restrictions and regulations to prevent and minimize the damage that tourism puts biodiversity. Such inputs should include monitoring of existing actions assessment of the environmental new tourism projects.

On the 1st local residents can account for up to 130 tourists. From 1st hand, it stimulates the production of all products required for use by tourists, providing download all service areas, and on the other - can interfere with the normal life of citizens, and if market conditions change and cause seasonal surge in unemployment and worsening social tension. Tourism industry is characterized by a high degree of monopoly, which implies a concentration of services and profits in the hands of a small number of international corporations. In many of the country's most of the tourist facilities owned by foreign capital. There should be a fair balance between local actors and investors. Locals, as the main source of labor should be interested in an interesting and well-paid bot

On environmental summit in Rio de Janeiro (in 1992) Industry was presented to the World Council of Travel and Tourism (VSPT) - one of two international organizations involved in the introduction of this activity, and the topic touched only indirectly or in the context of other issues. However, the agenda for the XXI century formulated very far-sighted belief that travel and tourism industry has enormous potential, allowing it to make a constructive contribution to the sustainable development of all regions of the world. Of course, these problems cannot be ignored. Much can be done through intelligent planning and design, rational planning and rational use of opportunities - that's where the ideas of sustainable development can come in handy. In order to follow the basic principles of the concept of sustainable development, one should evaluate the nature and intensity of the action provided, carry out environmental inspections, take into account the potential burden on the environment, optimize resource consumption, invest in new technologies. All factors, interests and obligations of interested parties - governmental, industrial and social circles - must be taken into account, and the latter, of course, are both tourists themselves and the local population. But positive factors from the development of tourism is more than the problems that it generates.

First, thanks to tourism and creating new jobs; work related to tourism, often highly paid, therefore, income tax revenues more people and grow.

Secondly, the state through the importation of foreign goods needed for consumption by tourists and further development of tourism can introduce customs duties on imported goods.

Third taxable services provided to tourists (hotel accommodation, meals, drinks sale, transport).

Fourth, pay taxes on both local and foreign firms that have the right (license) to engage in tourism business in the country. There is a possibility of revenue from tourism to direct financing of infrastructure development, restoration and renovation of historical and cultural monuments, the implementation of environmental programs, social development programs and more.

The concept of ecological and economic processing can be understood as a separate study of social problems (position) or stage a comprehensive study aimed at obtaining information and justification of the recommendations. The national field of recreation and tourism, it covers a range of measures, methods and assessment methods that make it possible to determine the level of social well-being, satisfaction and business users of its business.

At the same time diagnosis should be carried out on the basis of interdisciplinary connections of social work, economics and other spheres of scientific knowledge. Thus, we are faced with the task of identifying the risk factors that affect the safety of tourism, evaluate them, analyze ways to minimize them, and make suggestions on developing mechanisms for funding these activities... These results may have, in the first place, an internal (from the point of view of the functioning of the sphere) and an external (value for the whole economy) character; secondly, direct manifestation (the number of tourists, well-off persons, the number of business entities, etc.) or mediated - after a certain time (improving health, duration and quality of life of the population, etc.).

Ecological and economic assessment is the basis for determining ways to expand the possibilities of using population of free time in order heal attitude, culture and the study and sports activity, forecasting further perspective development of recreation and tourism. Ecological and

economic feature is fundamental in demography, social economy and policy.

Thus, proceeding from the foregoing, one can conclude that in the socio-economic aspect of recreation - a broader concept, which includes tourism as one of the constituent types of recreational activities. On the basis of the generalization of the many-sidedness of definitions, the interpretation of the notion of recreation and tourism as a social phenomenon is grounded on the one hand, which, on the one hand, embodies relations with the restoration of health and the development of human vital forces, on the other hand, represents an important part of the national economy, combining an extensive system of recreation and tourism establishments, infrastructure companies and other related industries that have close productive and economic links, share resources in order to meet diverse s health, cognitive, cultural and other needs, depending on the quality of the environment and the safety of tourists.

Under the current legislation of Ukraine, the subjects of tourism to ensure the safety of tourists must: inform tourists about the dangers when traveling on the implementation of mandatory requirements and precautionary or preventive measures (medical vaccinations, etc.); create safe conditions in places of tourist services, to ensure proper installation of hiking trails, walks, tours, etc. carry out special safety requirements at time of travel services with an increased risk etc.

Those who organize tourist exploitation of resources required to ensure compliance with the requirements of environmental protection and cultural heritage, and to take measures to minimize or cease the harmful effects on the environment and socio-cultural environment and to compensate for losses incurred while. The state ensures protection of the legitimate rights and interests of foreign tourists in accordance with the law

and international treaties of Ukraine and guarantees the protection of the legitimate rights and interests of citizens of Ukraine traveling abroad.

The goals of ecological and economic sphere of recreation and tourism are to accurately assess the situation and identify challenges to meet and coverage of tourism and health services. Therefore, to determine the social priorities of recreation and tourism is extremely important analysis of trends and general coverage (total and individual groups) related services, the number of businesses, employment in this sector and related industries and so on. The corresponding indicators in the matrix of social priorities the development of recreation and tourism are in tabl.2.3.

Table 2.3.

Indicators of social development priorities recreation and tourism areas *

Indicator	Direct results	Indirect results
Local results	Coverage of recreational and tourism services. Reach specific groups of recreational and tourism services. Employment in recreation and tourism activities. Rising incomes and scope of entities sphere of recreation and tourism	Improvement in health and life expectancy. Improving the quality of life. Increased cultural and patriotic standards. Implementation of a healthy lifestyle. Improved quality performance of the areas of recreation and tourism (improving service quality, improving logistics infrastructure, diversification of services)
External results	The development of related industries. Employment growth in the economy. The increase in income. Increasing GDP	The acceleration of socio-economic development of cranes. Improvements in human development
manifestations	full size Value dimension	
Level	Local Regional Macroeconomic	
Term	Current Midterm Strategic	

* Source: developed by authors

2.4. Formation of informational and methodological framework for assessing the socio-economic impact of national scope recreation and tourism

Recreation and tourism is an important part of national economy in more and more countries, increasing its production volumes and investments in the global tourism market. Secretary General of World Tourism Organization (UNWTO, UNWTO) said that the tourism sector plays an increasingly important role in promoting economic growth and international trade, so you should raise it a priority and make the most appropriate potential [100].

According to latest reports Release UNWTO Barometer international tourism, revenues tourist centers around the world made by international visitors on accommodation costs and meals, entertainment, shopping and other services and products in 2016 reached about 1.159 trillion. dollars. US, more than the previous year by 5% [101, 102]. The leaders are to attract tourists: Europe - 42% of all revenues from international tourism, Asia-Pacific - 31 and American region - 20%. Last place Middle East analysts prefer - 4% share of total income and Africa with those of 3% [101].

These results are explained by the following factors: the most significant growth in the amount of 35 billion.USD. US to provide tourist services in 2016 took place in Europe - to 489 billion. Dollars. USA. Asia Pacific increased its rates by 30 billion. To 359 billion dollars. USA. In America, growth was 16 billion. (To 229 billion. Dollars. USA), the Middle East - 47 in Africa - much less - 34 billion. Dollars. USA.

Significant positive dynamics of these regions can be explained by a professional systematic approach to the management of the tourism sector of the state scientists, economists, analysts, business elite [103, 104, 105,

106, 107]. Thus, the rapid development of tourism contributes to Asia extremely special ethnographic resources. Tourism in the United States properly funded, supported by special government programs. This area of activity is recognized in the United States' second major employer after the health care, the third sector to attract foreign currency after agriculture and chemical industry "[108, p. 57].

Analysis of the contribution scope recreation and tourism development of the Ukrainian economy should be based on the position of its significant natural, historical and ethnographic potential. Only resort and recreational areas occupy almost 13% of the state [109, p. 211-217].

By using a matrix of social sphere diagnosis recreation and tourism may diagnose it in value terms. This should analyze the dynamics of incomes Ukraine using statistical information. During the 2010-2016 biennium. Been a slight increase in the real income of the population, with the highest rates, i.e. 117.1% in 2010 compared with 2009. However, in the previous period there was a decline in this indicator. Rising incomes empowers travel and recreation and health (tab. 2.8).

Table 2.8

The dynamics of household income and the number of citizens of Ukraine who went abroad 2010-2016 years. *

Year	Dynamics of incomes		The number of citizens who traveled abroad	
	bln. UAH.	percent from the previous year	thousand. people	percent from the previous year
2010	128.7	-	13422	-
2011	381.4	296.3	16454	122.6
2012	1101.2	288.7	17180	104.4
2013	1266.8	115.0	19773	115.1
2014	1457.9	115.1	21433	108.4
2015	1548.7	106.2	23761	110.9
2016	1531.1	98.9	22438	94.4

* Source: [74].

Proved dependence of the number of tourists visiting the income level of the population of Ukraine as a polynomial of the second degree and exponential function (Fig. 2.5).

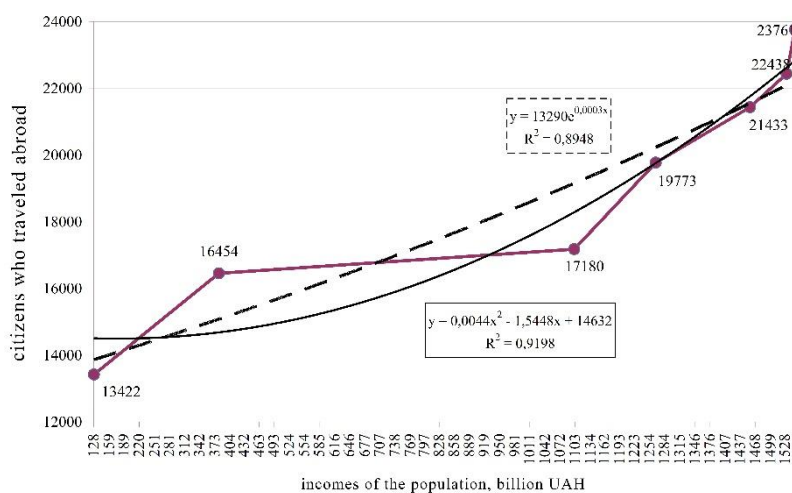


Fig. 2.5. The dependence of the number of tourists visiting-income Ukraine

Regardless of the method depends presentation, there is a high level of distress communications (91.9 or 89.4%), confirming the dependence of recreation and tourism areas of effective demand and, consequently, its level of income. Therefore, to ensure the welfare of the population is essential for accelerating human development.

important macroeconomic indicator is the gross domestic product (GDP), measured as the difference between output at market prices and intermediate consumption at purchaser's prices, or the sum of gross value added economic activities and taxes on products except subsidies on them. Since 2010, GDP calculations carried out by economic activity (NACE 2010) [74].

During 2010-2016rr. GDP (USD) per capita (PPP) was as follows: 2010 - 1828.7 UAH.; 2012 - 2974.0; 2013 - 3570.8; 2014 - 3856.8; 2015- 4030.3; 2016. - 3014.6 UAH. [110].

Construct regression and stochastic schedule depending on the number of tourists visiting the level of GDP per capita (rys.2.6).

Circulation data on the distribution line regression is picking its algebraic expression that provides the maximum value of the index. Get regression equation smooths trend changes coefficient of multiple determination () Equal to 0.898 or 0.888.

Thus the observed dependence of the number of tourists visiting the level of GDP per capita Ukraine in a stepwise and exponential functions with high levels of distress communications (89.8% or 88.8%), which proves the expediency of enforcing the social sphere diagnosis and recreation and tourism the need to ensure the growth of GDP per capita.

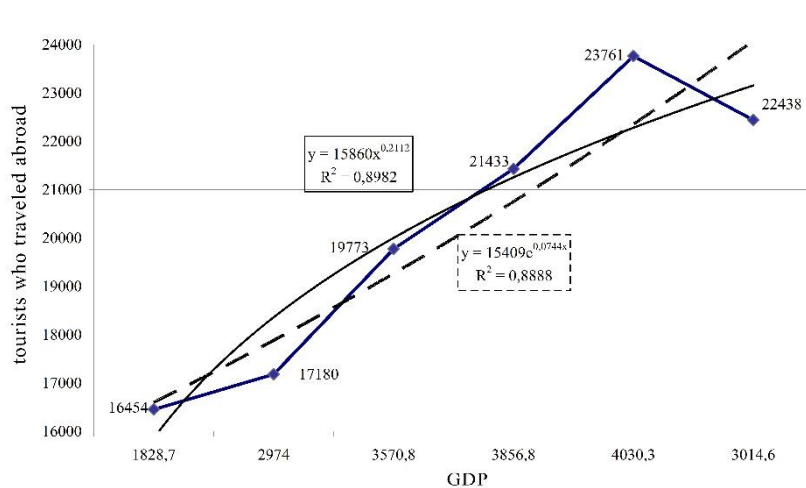


Fig. 2.6. The dependence of the number of tourists visiting the level of GDP per capita

Expanding the population of Ukraine travel and recovery associated with higher levels of household income and economic stability due to the growth of GDP. Because the latter gradually increase the proportion of citizens who can afford a comfortable rest and recuperation and thus are the target segment for operators of tourist services.

Contribution to GDP carried out economic activities of tourism and recreation, the volume of which depend on complex factors. Among them,

we selected two quantitative indicators: number of hotels and similar accommodation and resorts with treatment.

king-size income from tourism in the regions of Ukraine for 2016 falls on city Kyiv, Dnipropetrovsk and Kharkiv regions. As we study the hypothesis put forward the claim that the income of tourist activity in regions stochastically depend on the number of hotels and similar accommodation and health centers with medical treatment [111].

Using stochastic models describing patterns associated with simultaneous exposure to the object of many factors that can be clearly identified only in mass observations. The most common method of building such models are - multivariate statistical analysis, including correlation and regression. As practice shows, are formed in this way stochastic models have the advantage in the quantitative description of causal relations in economy and social sphere in comparison with deterministic models. Better understand the nature of the phenomenon can be achieved by identifying quantitative ratios that look like regression. In turn, this allows us to influence the identified factors intervene in the economic process to get the expected results.

According to the classical regression analysis of economic processes described by one is not functional and stochastic regression equation. There each set of explanatory variables, with only essential, can meet multiple values explicable variable. Uncontrolled or unmeasured factors and measurement errors included in the random term (deviation). It is assumed that the explanatory variables are not random and not correlated, and the random component has a diagonal variance-covariance matrix with equal diagonal elements (variances) [112, c.10].

For graphical and analytical representation depending incomes of tourist activity in the regions on the number of hotels and similar

accommodation on the number of health centers with modern medical treatment used software packages such as Microsoft Office, which provides a significant acceleration of labor-intensive analytic transformation. One of these programs, which may simulate stochastic dependence is a spreadsheet Microsoft Excel.

The degree of approximation of the mathematical representation of patterns of change in the index under the influence of selected factors reflecting coefficient of multiple determination [113, p. 120]:

$$R^2 = 1 - \frac{\sum_{i=1}^n (y_i - \bar{y})^2}{\sum_{i=1}^n l_i^2} \quad (2.1)$$

where y_i - the actual value of the i -th target;

\bar{y} - the average rate for the period studied;

l_i - deviation of actual terms of the estimated *zähladzhuvanoyi* point line.

With this formula it follows that if $\sum_{i=1}^n l_i^2 = 0$ $\sum_{i=1}^n (y_i - \bar{y})^2 = 0$ Then, that when the sample values fall in the line of regression, the coefficient of multiple determination takes the value 1. The lower rejection valuation data and the regression line, the greater the coefficient of multiple determination unit close to [113, p. 120]. $R^2 = 1$

Studies have shown that the description of economic processes using a single regression equation is not enough because of the many interrelated causes and effects. Therefore, to properly reflect the real relationship in economic processes appropriate to use a system of regression equations. The estimated value of a random member of the regression in many cases (especially when analyzing time series) reject the basic assumptions of the classical regression analysis, as evidenced by reasonable tests to test hypotheses about the appearance variance-covariance matrix of random

deviation. The idea of the relationship between economic variables and assumptions about the overall look of this matrix have led to a new type of stochastic models - econometric [112, c. 10].

Econometric model is a logical (usually mathematical) description that according to economic theory is particularly important in the study of a problem. Typically, the model has the form of equation or system of equations describing the isolation researcher interdependence between economic performance [112, c. 15].

GDP dependence on the volume of tourism revenues subjects studied by the methods of econometric modeling.

As the dependent variable in our model used indicator Y (incomes of tourist activity million) and be independent - x1 (number of hotels and similar accommodation) and x2 (number of sanatoriums of treatment).

In order to account for the influence of other factors on the resultant variable in econometric models introduce additional regressors single member of x0 for free, bringing classical stochastic regression function takes the following form:

$$Y = \beta_0 X_0 + \beta_1 X_1 + \beta_2 X_2 + u \quad (2.2)$$

and for the individual and the first element - is:

$$Y_i = \beta_0 x_{i_0} + \beta_1 x_{i_1} + \beta_2 x_{i_2} + u_i. \quad (2.3)$$

The additive value of u in econometric models reflects the deviation of actual data values dependent on simulated. $u_i = Y_i - \hat{Y}_i$

$$(2.4)$$

where X - matrix consisting of 6 rows and 4 columns (tab. 2.9);

Table 2.9

The income of tourist activity and the number of collective accommodation facilities in the regions of Ukraine *

Region	Income from tourism (excluding VAT, excise tax and similar mandatory payments) thousand. USD. (Y)	An additional factor (X0)	Hotels and similar accommodation (X1)	Spa resorts with treatment (X2)
Vinnysia	7020.8	1	1248	20
Volyn	4536.6	1	1141	7
Dnipropetrovsk	19330.2	1	4439	17
Donetsk	1787.1	1	1995	7
Zhytomyr	1740.1	1	1098	5
Zakarpattya	2457.0	1	4744	22
Zaporizhia	9437.1	1	3454	19
Ivano-Frankivsk	1573.6	1	3925	14
Kiev	3423.8	1	2397	11
Kirovohrad	3536.9	1	1043	3
Lugansk	416.6	1	359	3
Lviv	7842.7	1	8103	48
Mykolaiv	2074.7	1	1550	10
Odessa	6978.3	1	5823	28
Poltava	4663.3	1	1976	13
Rivne	2820.7	1	964	7
Sums	984.8	1	759	4
Ternopil	1369.4	1	1158	8
Kharkov	11207.2	1	3214	15
Herson	6980.9	1	1914	12
Khmelnytsky	4772.7	1	1842	13
Cherkassy	2660.0	1	1429	8
Chernivtsi	2225.3	1	1839	5
Chernihiv	2608.0	1	898	6
m. Kyiv	21523.3	1	11925	15
Ukraine	133971.1	1	69237	320

* Source: developed by authors

Table 2.10

Calculation of average deviations of actual and estimated values of average size incomes of tourist activity *

Region	IN					
Vinnitsia	7020.8	2371.518	-2987.33	8,924,125.282	1661.956	2,762,097.746
Volyn	4536.6	3080.967	-2277.88	5,188,729.053	-822,244	676085.1955
Dnipropetrovsk	19330.2	7752.212	2393.367	5,728,204.692	13971.36	195198788.5
Donetsk	1787.1	4466.453	-892,392	796363.7405	-3571.74	12757355.2
Zhytomyr	1740.1	3147.058	-2211.79	4,892,000.84	-3618.74	13,095,308.14
Zakarpattia	2457	7907.397	2548.552	6,495,118.602	-2901.84	8420698.6
Zaporizhia	9437.1	6018.346	659.5006	434941.1021	4078.256	16632172
Ivano-Frankivsk	1573.6	7122.103	1763.258	3,109,078.863	-3785.24	14,328,072.14
Kiev	3423.8	5594.121	235.2756	55,354.58584	-1935.04	3,744,395.282
Kirovohrad	3536.9	3193.681	-2165.16	4,687,933.384	-1821.94	3,319,479.939
Lugansk	416.6	2083.995	-3274.85	10,724,644.55	-4942.24	24,425,775.76
Lviv	7842.7	11590.79	6231.941	38,837,092.95	2483.856	6,169,540.629
Mykolaiv	2074.7	3540.729	-1818.12	3,305,545.971	-3284.14	10,785,601.81
Odessa	6978.3	9250.355	3,891.51	15,143,847.18	1619.456	2,622,637.736
Poltava	4663.3	4028.071	-1330.77	1,770,959.375	-695,544	483781.4559
Rivne	2820.7	2793.811	-2565.03	6,579,399.236	-2538.14	6,442,174.965
Sums	984.8	2665.008	-2693.84	7,256,757.292	-4374.04	19,132,260.91
Ternopil	1369.4	3040.621	-2318.22	5,374,164.638	-3989.44	15,915,663.43
Kharkov	11207.2	5900.687	541.8417	293592.4127	5848.356	34203267.9
Herson	6980.9	3995.412	-1363.43	1,858,950.674	1622.056	2,631,065.667
Khmelnysky	4772.7	3810.676	-1548.17	2,396,826.454	-586,144	343564.7887
Cherkassy	2660	3480.277	-1878.57	3,529,017.276	-2698.84	7,283,758.936
Chernivtsi	2225.3	4349.219	-1009.63	1,019,345.042	-3133.54	9819098
Chernihiv	2608	2754.662	-2604.18	6,781,768.045	-2750.84	7,567,142.712
m. Kyiv	21523.3	20032.97	14674.12	215329910	16164.46	261289637.8
	5,358.84	5,358.84		360513671.3		680049425.2

* Source: developed by authors

Naturally, research any model may have practical value if it is adequate to the phenomenon under study is fairly well reproduces the real situation.

Econometric model that explains the behavior of one indicator is a single equation, a model which describes the change of several indicators - with the same number of equations. The model can also be identity, reflecting the functional relationships in a particular economic system.

Since this model combines not only theoretical, qualitative analysis of relationships, but empirical information is in it, as opposed to just an economic model, stochastic remains always available. It probabilistic

characteristics of these residues contribute to the quality of an analytical model form.

Econometric model - a system function or functions describing correlation and regression relationship between economic performance, and depending on the causal relationships between one or more of these indicators are considered as dependent variables, and others - as independent [112, c. 15].

Sufficiently high level of distress dependence (53%) between variation revenues from tourism in the regions of Ukraine and the distribution of hotels and similar accommodation, sanatoriums and boarding houses with treatment gives rise to study Depending pair correlation between variation revenues from tourism and the number of hotels and similar accommodation. To represent dependencies used vehicles spreadsheet Microsoft Excel, the results displayed graphically polynomial method (Fig. 2.7).

As a result of the imposition on distribution data regression line, it is picking algebraic expression that provides the maximum value of the index Obtained regression equation - second degree polynomial that eliminates variable trend of multiple determination coefficient of 0.522:

$$y = 3E - 05h^2 + 1755 + 1,162h. (2.8)$$

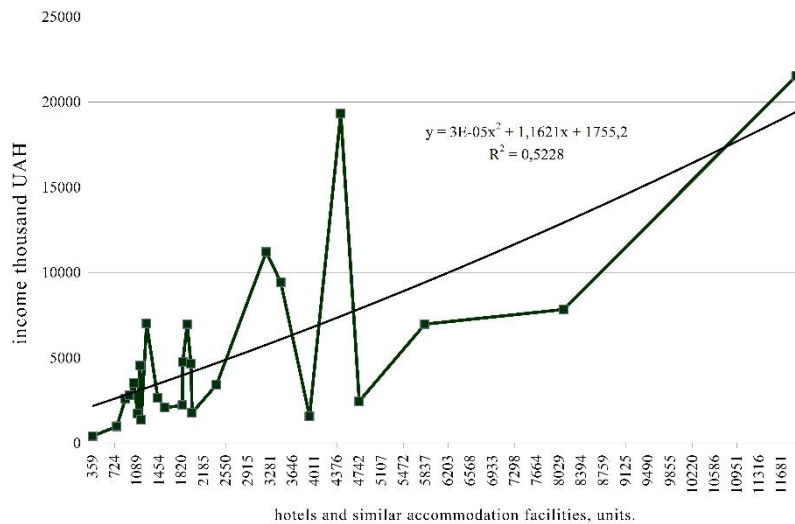


Fig. 2.7. Dependence income of tourist activity on the number of hotels and similar accommodation, sanatoriums treatment

The closer to unity, the stronger the relationship between the study variables. This makes it possible to affirm the close relationship between the incomes of tourist activity and the total number of hotels and similar accommodation and resorts with treatment.

Thus, other conditions equivalent variation revenues from tourism to 52.2% depending on the variation of hotels and similar accommodation and resorts with treatment, and this dependence is represented as a polynomial function (see. Fig. 2.7).

Simulated our relationship is an important tool of abstraction that helps isolate, analyze and impersonate essential for Ukraine characteristics (properties, relationships, structural and functional parameters) areas of recreation and tourism. To ensure business revenue growth of economic activity, particularly important mathematical modeling, since other experiments this is not always appropriate. Through the use of powerful mathematical tools built our model is the most effective and most perfect method of drawing up plans and forecasts for future periods. In turn,

mathematical methods cannot be applied directly on reality, but only in respect of mathematical models of a range of phenomena.

To be an effective tool for the study of economic processes, mathematical model must first meet the following requirements [112, c. 21]:

- be based on economic theory and reflect the objective laws of processes;
- play function properly and (or) the actual structure of the economic system;
- meet certain mathematical conditions (solution have agreed dimensions, etc.).

Even though you are using an econometric approach to modeling depending on revenues from tourism and the number of hotels and similar accommodation, facilities or spreadsheet Microsoft Excel, always received a high level of distress communications. This indicates that the regions of Ukraine variation distribution of hotels and similar accommodation, health centers significantly affect the treatment of income from the provision of travel services.

The availability of recreation and tourism and socio-cultural services depends on the actions of a macroeconomic nature factors, including GDP, expenditures of state and local budgets, income, wages, and sociodemographic characteristics of the population, including citizens of subjective assessments of their needs, which generally determine the choice of priorities in the consumption of services. Here is an analysis of the dynamics of tourism and recreation, social and cultural services for the population consumed 2012-2016rr. (Tab. 2.11)

Table 2.11

Dynamics of tourism and recreation, social and cultural services sold to population by economic activity (including VAT) *

Activity	2012	2013	2014	2015	2016	2016 / 2012%	2016 / 2015, %
The volume of services sold to the population, mln. UAH	58439.5	68905.8	74876.1	80974.2	78837.7	134.9	97.4
per one person USD.	1274	1531	1642	1780	1833	143.9	103.0
Temporary accommodation and catering mln	2738.2	3097.7	3311.6	3673.2	9067.1	331.1	246.8
Health care and social assistance mln	3767.3	5011.7	5153.6	5736.3	4829.0	128.2	84.2
Education mln	3021.6	3172.5	3010.3	2852.2	2638.5	87.3	92.5
Arts, sports, entertainment and recreation mln	1692.5	2546.5	5067.1	10299.3	13411.2	792.4	130.2

Source: [114, p. 276-277; 74, p. 266-267].

Apparently, there was a growth of paid services sold to the population in 2016 compared to 2012-m p. 1.3 times (mainly due to the price factor, improving economic activity - by 33.6%) in per capita - 1.4; in the arts, sports, entertainment and recreation - in 7.9, temporary accommodation and catering - 3.3, health care - in 1,28 times. Instead activities in the field of education characterized by decrease of 12.7%.

Services in arts, sports and recreational facilities, temporary accommodation and catering, education, health care and social assistance were unequal structure for 2012-2016rr.

The share of services arts, sports, entertainment and recreation in the total volume of paid services rendered to the population increased by 14.1%, temporary accommodation and catering - by 6.8%, and education

services decreased from 5.2 to 3.4%, or 1.8%, health care and social assistance to the population - by 0.3% (tabl.2.12).

Thus, the provision of recreation and tourism, social and cultural services to the population growth trends have paid services temporary accommodation and food services, arts, sports, entertainment and recreation and limit public access to essential social services - education, health care and social assistance - and, consequently, increased social differentiation for their consumption. In this regard the prospects for providing recreational and tourist paid services should be assessed taking into account changes in the cost of services, resulting in a possible redistribution of consumer spending patterns of households, which affects the level of public recreation and tourism services [39, p. 324].

Table 2.12

Structure of recreation and tourism and socio-cultural services sold to population by economic activity, % *

Activity	2012	2013	2014	2015	2016	2016 to 2012, ±	2016 to 2015, ±
All	100	100	100	100	100	-	-
Temporary accommodation and catering	4.7	4.5	4.4	4.5	11.5	6.8	7.0
Health care and social assistance	6.4	7.3	6.9	7.1	6.1	-0.3	-1.0
Education	5.2	4.6	4.0	3.5	3.4	-1.8	-0.1
Arts, sports, entertainment and recreation	2.9	3.7	6.8	12.7	17.0	14.1	4.3

Source: [114, c. 278-279; 74, p. 268-269].

The dynamics of effective demand for services specified indicator of tourism and recreation, social and cultural services to households. Statistical survey showed that the structure of households as a whole there

is a slow but steady increase in spending on recreation and tourism and socio-cultural services (tab. 2.13, ext. Z.1).

Table 2.13

Structure of money expenditure of all households on leisure and culture, restaurants and hotels *

Indicator	2012	2013	2014	2015	2016	2016 to 2015, ±	2016 to 2015, ±
Leisure and culture							
On average per household, hr.	54.48	65.21	70.37	76.95	69.76	128.0	90.7
The share of consumer spending, %	2.2	2.3	2.4	2.5	2.1	-0.1	-0.4
The share of cash expenditures, %	2.0	2.1	2.1	2.2	1.9	-0.1	-0.3
Restaurants and hotels							
On average per household, hr.	71.65	85.69	89.74	93.55	91.66	127.9	98.0
The share of consumer spending, %	2.9	2.5	2.5	3.0	2.7	-0.2	-0.3
The share of cash expenditures, %	2.6	2.7	2.4	2.7	2.5	-0.1	-0.2
Of them: eating out							
On average per household, hr.	53.83	63.11	64.73	70.00	72.85	135.3	104.1
The share of consumer spending, %	2.2	1.8	1.8	2.2	2.2	0.0	0.0
The share of cash expenditures, %	1.9	2.0	2.0	2.0	2.0	0.1	0.0
payment vouchers for recreation etc.							
On average per household, UAH	4.73	8.12	8.11	5.81	4.32	91.3	74.4
The share of consumer spending, %	0.2	0.2	0.2	0.2	0.1	-0.1	-0.1
The share of cash expenditures, %	0.2	0.3	0.2	0.2	0.1	-0.1	-0.1

* Source: compiled according to the State Service Statistics of Ukraine

Since 2012, the structure of consumer spending is amended as follows: the cost of trips to holiday homes, the recreation centers, camps, etc. - to "Restaurants and hotels", namely group costs for services related to temporary accommodation. In previous quarterly publications, these costs are included under the sections "Miscellaneous goods and services" and "Recreation and culture". Benefits to pay for trips to holiday homes on recreation in the camps, etc., are taken into account as a part of total household expenditures also included to "Restaurants and hotels" [115, p. 353].

Costs for recreation and tourism services by households Ukraine characterize social differentiation of the population in terms of consumption of these services. Consider the distribution of household expenditures by income level on socio-economic and decile groups. According to the State Statistics Service, in the first place, using eleven groups represented interval number of household expenditures depending on the size of income. This approach is mainly used to study household consumption of services depending on their financial capabilities. Second, using statistical grouping households by decile (10% - to) groups, allowing you to provide a qualitative assessment of differentiated services consumption by the criterion of justice [39, s.325]. So,

Analysis of the dynamics and structure of cash household expenditures for the 2012-2016 biennium. Shows that the effective demand for recreation and culture and restaurants and hotels, healthcare, ahead of the demand for education in all socioeconomic groups in terms of income. Overall spending on recreation and culture and restaurants and hotels, healthcare and education for all groups of households with minor differences.

Characteristically, in the low-income groups of the population (from UAH 300 to UAH 1020 - in 2012 and from UAH 480 to UAH 1,560 - in 2012-2016), the cost of recreation and culture, restaurants and hotels, health care and education in the dynamics varies insignificantly, which indicates a low level of satisfaction of needs for these services. In middle and high-income groups of households, spending on recreation and culture, restaurants and hotels, and health care outstrip spending on education. This tendency was most clearly traced during 2012-2016, for example, by the distribution of household expenses by decile groups (Appendix Z.2-S.3).

In households that relate to the fifth to tenth deciles, the cost of recreation and culture is significantly higher, compared with the first and fourth. In households of the last two deciles (ninth and tenth), spending on recreation and culture is the highest, indicating that these types of needs are met only by wealthy sections of the population. Consequently, the costs of this type of service are more differentiated in decile groups than in socio-economic groups.

With regard to the development of the main trends of the population's solvent demand for services during 2011-2016, the distribution of the structure of the household on the self-assessment of its income, depending on the growth of cash income (see paragraphs Z.4-S.5), is of particular interest.

According to economic expectations for the next 12 months, according to the decile groups, depending on the size of the average per capita equivalent cash income in 2015, in low income groups the prevailing expenses for physiological needs are clothing, footwear, housing, food and treatment. In this case, already in the second, third, fourth and fifth groups the need for paid services of rest comes in first place (Fig. 2,8,AppendixZ.6).

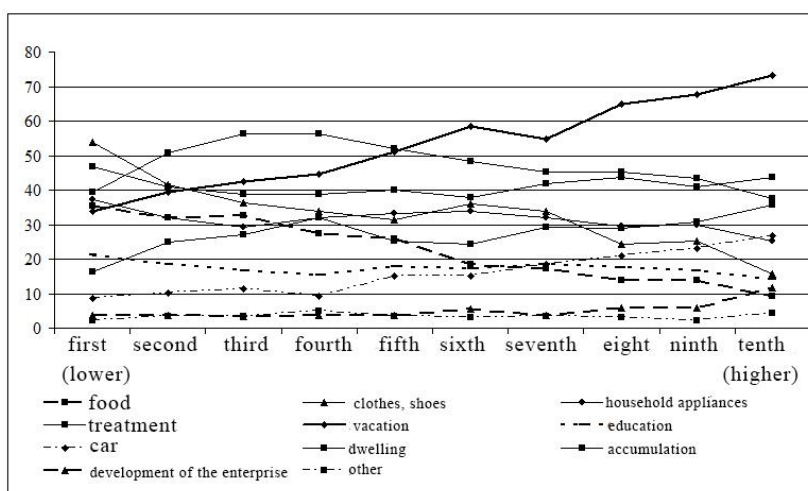


Fig. 2.8. The distribution of households by income level, economic expectations for the next 12 months' decile groups depending on the size of average equivalent income, 2016.

To analyze the quality of life State Statistics Service of Ukraine in October 2015 conducted a modular survey of 10.6 thousand. Households that participated in the Survey selective regarding their income and consumption capacity. The program included research study perception of signs of poverty and deprivation (deprivation) in their consumer opportunities and analysis of distribution to households in certain manifestations of deprivation of opportunities to not only meet the required minimum physiological needs, but also those related to the development of personality and providing adequate comfort level of existence [116].

According to the survey of rural residents than urban, suffered from almost all forms of poverty and deprivation. A significant portion of households had no money for a family vacation away from home, and not with relatives in their home for at least one week per year (45% of rural and 37% urban households).

Deprivation associated with low infrastructure development, particularly related to tourism development, experienced 46% of rural (urban - 4%) households due to lack of facilities providing personal services, 42 (4) - because of insecurity settlement services ambulance, 29 (6) - in the absence near the home health agencies, 25 (2) - in the absence of regular daily transport to another settlement with more developed infrastructure and 15% of rural (urban - 2%) - because of the lack of housing near retail facilities [116].

World experience confirms that the economy of developed countries depends on how small restaurants, shops, service centers, hotels, travel agencies, local factories operate. Small business in them has long taken shape in independent structural divisions of small business. Such enterprises are mobile, maneuverable and cost-effective, they are close to consumers in their activities (tourism, trade, service production), are able to respond quickly to changes in demand and take into account the wishes of customers. By creating a significant number of jobs and occupying a significant share in the production of GDP, a small enterprise forms the core of guaranteed employment for most of the population, provides its welfare and plays a politically stabilizing role in society [117].

Unfortunately, Ukraine has not created the conditions for sustainable development of small business and its level is low. Small (regardless of ownership) defined entities in which the average number of employees during the reporting fiscal year does not exceed 50 people, and gross revenue from the sale of goods (works, services) during this period is not more than 70 Million [118].

The value of small businesses in the national economy and in particular the tourism and recreation sector is as follows:

firstly, the employment of the population, the ability to create new jobs, absorb excess labor - the main function of small business, because when small enterprises are cutting jobs, small firms not only save but create new jobs;

and secondly, small business, being antitrust in its essence, helps to establish a competitive relationship. Characterized by numerous composite elements and high dynamism, they are significantly less monopolized than large enterprises. At the same time, under the conditions of narrow specialization and the use of innovations, a small enterprise is an effective competitor, which undermines the monopoly position of large corporations;

Thirdly, this sector reacts promptly to changing market conditions, consumer demands and gives the market economy greater flexibility;

fourthly, small entrepreneurship serves as a mitigation of social tension and the democratization of market relations, because it is the fundamental foundation of the formation of the middle class of the population.

So small businesses in the recreational and tourism sector - a required element of a market economy, the engine of economic and technological progress in society, an important stabilization mechanism and means of implementing a particular business potential of the population.

Analysis of the statistics shows that during the 2012-2016 biennium. The proportion of employees of small businesses in the total number of employees was 26,1-25,9% of economic activity, particularly in enterprises that conduct real estate transactions - 62,9-70,9, temporary accommodation and catering - 50,7-45,3, education - 47,6-57,9, wholesale and retail trade, repair of motor vehicles and motorcycles - 43,1-37,9, health care and social assistance - 35,9-46,9, art, sport, entertainment and recreation - 34,9-26,2, Activity in administrative and support services -

39,8-34,7%. Consequently, it is in these kinds of economic activity preference among small enterprises, while in industry - only 11,4-11,7%, agriculture, forestry and fisheries - 24,4-31,

But, unfortunately, small businesses do not perform the role of a leading sector of the market economy, as evidenced by their performance and economic activity, the share of sales (goods and services) 2012-2016. Was 16,9-17,2% of total sales enterprises by economic activity, particularly in enterprises that conduct real estate transactions - 57,3-58,2%, temporary accommodation and catering - 31,2-32,3, education - 38, 9-58,5, wholesale and retail trade, repair of motor vehicles s vehicles and motorcycles - 25,1-22,7, health care and social assistance - 23,8-30,3, art, sport, entertainment and recreation - 26,5-7,1, in administrative activity and support services - 45,2-38,6% [74, p. 288-289].

Key indicators of small business in the economy and national recreation and tourism sector, and 2012-2016. *

Indicator	2012	2013	2014	2015	2016
The number of small businesses thousands.	357,2	354.3	344.0	373.8	324.6
At 10 thousand. Population units.	78	77	76	82	75
<i>Their share in the total number of enterprises%</i>	<i>94.3</i>	<i>94.3</i>	<i>94.3</i>	<i>95.0</i>	<i>95.2</i>
The number of employees in small enterprises, thous.	2043.7	2011.8	1951.6	1891.8	1572.0
<i>Their share in the total number of employees of all enterprises,%</i>	<i>26.1</i>	<i>26.1</i>	<i>25.7</i>	<i>26.0</i>	<i>25.9</i>
Per one company, people	6	6	6	5	5
The number of workers employed in small enterprises, thous.	2164.6	2091.5	2051.3	2010.7	1675.9
<i>Their share in total employment of workers of all enterprises,%</i>	<i>27.2</i>	<i>26.9</i>	<i>26.7</i>	<i>27.1</i>	<i>27.1</i>
<i>Number of small enterprises</i>	9.8	9.9	9.5	10.1	7.9

<i>by economic activity: temporary accommodation and catering thousand.</i>					
<i>The share of small enterprises in total number of enterprises%</i>	95.7	95.6	95.2	95.7	96.3
Busy all enterprises, thous.	134.5	128.7	137.0	132.6	98.8
<i>The proportion of workers employed in small enterprises in the total number of employees of enterprises, %</i>	51.7	51.0	47.9	46.3	46.5
<i>arts, sport, entertainment and recreation thousand.</i>	2.1	2.2	2.0	2.3	1.9
<i>The share of small enterprises in total enterprises%</i>	94.8	95.4	93.2	95.3	95.1
Busy all enterprises, thous.	28.5	31.9	36.7	35.6	30.7
<i>The proportion of workers employed in small enterprises in the total number of employees of enterprises, %</i>	35.5	34.9	29.7	28.5	27.7

* Source: developed by authors

A large proportion of small businesses in this area were unprofitable (2012 - 41%, 2016 - 33.7%) [74, p. 304-305]. This confirms the need for sound public support small businesses in the field of recreation and tourism Ukraine, closely interconnected with obtaining social effects, increase living standards.

CHAPTER 3

STRATEGIS PERSPECTIVES FOR DEVELOPMENT OF RECREATION AND TOURISM

3.1. Status and trends of recreation and tourism in Ukraine

Tourist and recreational areas in Ukraine make up about 9.1 million hectares (15% of the territory). Prior to the adoption of the Law of Ukraine "On Resorts" in the territory of Ukraine, by resolutions of the Council of Ministers of the USSR, the Council of Ministers of the Ukrainian SSR, the boundaries of the districts and sanitary protection zones of 27 resorts and the provision for 33 resorts were approved. Currently, only 27 territories can be attributed to the formal features of the resorts, while, from a legal point of view, none of the resorts completely meets the requirements of the Law of Ukraine "On Resorts".

The Law of Ukraine "On Resorts" provides for the creation of the State Cadastre of Natural Resorts of Ukraine. Failure to perform works on the determination of the boundaries of the districts and sanitary protection zones of the resorts makes it impossible to develop and approve master plans of resorts, adjust the urban planning documentation of settlements of the resort territories. A negative consequence of this is systematic violations of the legislation on the use of land for recreation and tourism purposes.

The concentration of industry and agricultural production within the spa areas creates an excessive anthropogenic load. Due to lack of funding for anti-erosion and anti-landslide measures, coastal areas and beaches of resorts are being destroyed.

Operational mineral water reserves ensure their use in the volume of more than 64 thousand cubic meters. meters per day, of which only 8% are used.

The state cadastre of natural medical resources of Ukraine is not developed, state control over their rational use and protection is insufficient, compliance with sanitary protection zones regimes, etc. In general, it can be stated that the country's natural resources are inefficiently used, there is a danger of their destruction and destruction.

The situation in the sphere of tourism and activities of resorts in Ukraine is characterized by the following main factors:

- low level of awareness of the population of the country and the regulatory authorities in the sphere of tourism and activities of the resorts, the role and importance of tourism for the socio-economic development of the state;
- lack of established tourist resources and integral system of their rational use, uncertainty of directions of their development and development, ineffective and illegal use of unique natural and historical and cultural resources;
- lack of an effective system of protection of the rights and interests of tourists, provision of safe conditions at the objects of tourist visits and directions of tourist routes, timely provision of all kinds of emergency services to those who suffered during the trip;
- absence of favorable conditions for the development of the tourism industry, state investment policy in the field of tourism and the activities of resorts and appropriate support for the development of priority tourism types, in particular, inbound and inland, rural, ecological;
- the destruction of the system of social tourism, the practical inaccessibility of tourism for the poor, people, children, the elderly and with special needs;
- lack of proper forecasting and planning of tourism development, parameters of the tourist flow in accordance with available resources, needs of the population and the economy of the state, a superficial and

fragmentary approach to the development and implementation of state and local tourism development programs;

- the imperfection of organizational and legal and economic mechanisms for the implementation of state policy in the field of tourism and resort activities, weak interagency coordination and interaction between public authorities and local self-government;

- absence of integrated and integrated system of management of tourist resources of the country, different departmental subordination of tourist resources, absence of a special authorized central executive body on the activities of resorts;

- Insufficient regulatory, methodological and information support of the activities of local self-government bodies, non-governmental organizations and entrepreneurs in the sphere of tourism and activities of resorts;

- insufficient for quantitative, qualitative parameters and structure and level of scientific, methodological and personnel support, in particular in the field of management at the state and local levels.

There are more than 130 thousand monuments on state registration in Ukraine, of which 57206 are archeological monuments (418 of which are of national importance), 51364 - historical monuments, 5926 monuments of monumental art, 16293 monuments of history, architecture, urban planning, 3541. landscape gardening and landscaping

There are 61 historic and cultural reserves, 13 of which have a national status. UNESCO World Heritage List includes: St. Sophia Cathedral with the architectural ensemble, Kyiv-Pechersk Lavra in Kyiv, historical center of Lviv.

Up to 70% of the objects of the cultural heritage are in unsatisfactory condition (every tenth item in the emergency) and requires the carrying out of works for restoration or reconstruction, arrangement for tourist visits.

3.2. Prerequisites and factors of development of recreation and tourism sphere of Ukraine

Measuring the social performance of the recreation and tourism sector should include, first and foremost, an assessment of the potential of this area, opportunities and prerequisites for its development, both in individual regions and in the country as a whole. Based on the assessment of the available potential, it is possible to further analyze the effectiveness of this sphere, which, on the one hand, has a social dimension and manifests itself in the restoration and development of the vital forces of man and society as a whole, on the other hand, is characterized by economic indicators of the state and development of recreation and tourism. The combination of preconditions and factors of development of the recreational and tourist sphere includes the availability of relevant resources (potential), political, economic, legal, technological, and infrastructure environment. Distinguish the following groups of factors of its development: static and dynamic. The first ones include natural geography (nature, climate, relief, underground mineral wealth) and cultural and historical factors that are unchanged. People only adapt them to recreational needs, making them more accessible for use. Demographic, socio-economic, logistical and political factors have different meanings, vary in space and time, and therefore they are considered to be dynamic;

□ external and internal. External are demographic and social changes, economic and financial factors, changes in the political situation and legal regulation, the level of development of transport infrastructure, trade, etc. Internal factors act directly in the investigated sphere and associated with the organization of recreational and tourism activities [39, p. 278; 68].

Potential (potential potential, potential potential, potential) is the capabilities, available forces, stocks, means that can be used [69]. The concept of recreation and tourism potential covers all possibilities, available forces, stocks, means that can be used to meet the needs of the population in the field of recreation and tourism in order to create a social and / or economic effect.

The recreational resources or preconditions for the development of the recreational and tourist spheres are natural conditions, natural objects and any other natural resources that can be used for treatment, recreation, recreation and tourism [70, p. 104]. Thus, recreational resources - a combination of natural resources, socio-economic conditions and cultural values, which are prerequisites for meeting the recreational needs of people and the organization of the economic complex for recreational services of the population [71, p. 138].

Recreational resources include: natural recreational and cultural-historical resources, social (recreational and tourist needs, solvent demand of the population) and economic (institutional and infrastructural provision) conditions and resources.

Due to the sufficient supply of natural and climatic and cultural-historical resources in Ukraine there are all prerequisites for the development of many types of recreation and tourism. Moreover, in most regions all components of recreational resources are available, which enables them to actively enter the tourist market.

Natural recreational resources in Ukraine are extremely diverse and include: recreational landscapes (forest, seaside, mountains), recreational resources (mineral waters and medical mud), nature reserves (national natural and regional landscape parks, biosphere reserves, parks-monuments, garden art, etc.), the territory of historical and cultural

purposes (monuments of architecture and urban planning, historical and architectural reserves, etc.) [61].

Natural recreational resources are divided into climatic, flora, fauna, landscape, mineralogical. Climatic includes: snow cover, comfortable temperatures, periods with maximum solar radiation, duration of the light part of the day, humidity, wind speed, etc. Flora and fauna resources are represented by honey and medicinal plants, hunting and fishing grounds, etc .; landscape - relief, mountains, forests, rivers and lakes, coasts and beaches, natural protected areas and objects, etc. Ability to organize water recreation (water tourism and sports, fishing, water treatment, swimming-beach rest) depends on the quality of water, the bottom, beach strip and aesthetic properties of the environment.

The leading place among the landscape resources is forests, parks, forest parks, green areas of cities. Recreational forests make up about 10% of all forests of the state forest fund. Phytotherapeutic resources are limited to the parameters of recreational use of forests, their water protective and protective properties, the healing influence on the human body and the favorable sanitary and hygienic background for treatment, recreation, tourism [63].

Forestry resources in Ukraine are rather uneven. Most forests are concentrated in the southwestern regions of the state. For forest and park areas, the main types of recreational and tourist activities are tourism and sports (hiking and skiing...

Table 3.1

The number of natural reserves and national parks in Ukraine, by year *

Indicator	1990	1998	2009	2010	2011	2012	2013	2014	2015
Reserves and national parks, ed.	21	20	31	36	45	50	63	64	71
Their area, thous. Ha	407.0	417.6	887.5	1056.5	1310.5	1382.8	1565.2	1576.1	1688.5
Share of the total land area, %	0.70	0.70	1.47	1.75	2.17	2.29	2.59	2.61	2.79

Source: [74, p. 481]

As part of the natural and recreational resources of importance due Therapeutic properties have the mineralogical resources such as mineral water and mud. The first are natural waters with medicinal properties that define the basic lithium salt composition or a high content of bioactive components and gases, radioactive materials, high temperature. Mineral water baths Ukraine include major groups, namely:

A - water without specific components and properties, the therapeutic effect of which caused major ion composition and general mineralization. They are used at resorts Mirgorod (Poltava region), Kuyalnyk (Odessa), Truskavets (Lviv), Feodosia (Crimea), Ochakiv (Mykolaiv region) and others.

B - carbonated water, curative properties are associated with the presence of large amounts of dissolved carbon dioxide and ionic composition and general mineralization. Used in the resorts Glade (Zakarpattia region), Pigeon in the sanatorium "flower meadows" Soimy-the sanatorium "Verkhovyna".

B - sulphide water, physiologic and therapeutic effect which is caused by the presence of sulphides (free sulfide ion and hidrosulfidnoho). Used in the resorts Great Luben (Lviv region), bruises (Zakarpattia), Church (Ivano-Frankivsk region).

D - iron, arsenic or arsenic water with high content of manganese, copper, aluminum. The therapeutic effect is due (other than their ionic and gas structure and mineralization) one or more of these pharmaceutical active ingredients. Used in the sanatorium "Mountain Tisa" (Transcarpathian region).

∞ can - bromine, iodine and high in organic matter of water used in the resorts of Truskavets (Lviv region), Berezovskaya mineral water (Kharkiv region).

D - radon (radioactive) water used in the resort Khmilnyk (Vinnytsia region) [75, p. 389-390].

Consequently, most of the mineral water is concentrated in the western part of Ukraine, in particular Zakarpattia and Luhansk, Dnipropetrovsk, Poltava, Rivne, Ivano-Frankivsk, Kharkiv, Zhytomyr, Vinnytsia, Khmelnytsky, Kyiv, Cherkasy, Donetsk and Zaporizhia regions. Some sources were the basis for the formation of such famous resorts as Khmilnyk, Truskavets, Morshyn, Nemiroff [62].

The second component mineralogical resources - mud, which are deposits of ponds, marshes (or its site), mud hills. They can be used for therapeutic purposes in health centers, dispensaries near fields, export to other hospitals, import. Ukraine has very significant reserves of therapeutic muds, which are concentrated mainly in southern and south-western regions. On the basis of mud deposits in Ukraine operate oldest mud resorts - Berdyansk, Yevpatoriya, Kuyalnyk, Saki, Khadzhybeysky more. In the north-western areas of common peat mud which they are used at resorts Mirgorod, Morshyn, Nemiroff, Cherche more.

In general, the area of developed and potential recreational territories in Ukraine (without radiation contamination) is 12.8% (in 2013) of its territory and is distributed according to the natural features of the

recreational regions itself: Carpathian, Transnistrian, Dniprovsky, Donets'k-Pryazovsky, Polis'kyj, and Prychornomorsky. In determining these regions, the following factors were taken into account: geopolitical situation (location of the territory, availability of labor resources, transport communications, sources of raw materials, energy, history of territory development, traditions, etc.), availability of recreational resources, the state of tourism infrastructure, demand for recreation and tourism, recreational and tourist policy of the region [62].

Usually recreational resources are considered cultural-historical, including: historical, archaeological, architectural, ethnographic objects and cultural institutions (historical, archaeological, architectural monuments, works of monumental art, ethnographic heritage, folklore, centers of applied arts and crafts , museums, exhibitions, theaters, etc.). Their defining characteristics are value, attractiveness, cognitive potential. Significant interest in the development of domestic and international tourism are historical and architectural monuments of Kiev, Chernigov, Lviv, Odessa, Kherson and other cities.

Thus, Ukraine has a powerful capacity (natural, historical and cultural) for development of recreation and tourism. However, the development of national tourism and recreation exposed to significant aggregate environmental factors: political, economic, legal, infrastructure, etc., reflect the characteristics of social organizations in the country, formed historically.

An important prerequisite for the development of recreation and tourism needs of the population is defined as its social characteristics (mental, cultural and national features) and the ability to implement the economic costs related service (actually effective demand). The importance of recreation is increasing against the background of the growing influence

of the negative effects of NTP, including deterioration of the environment and the consequent public health. According to the study, improvement allows reduce the costs of temporary disability per employee per year for 3-4 days, to reduce the loss of working time reduction of mortality in working age for 6-7 days every year, to reduce exposure to treatment in the hospital for 2-3 days, increase productivity by 3%, reduce the number of visits to clinics 2 times [33,

Significant impact on the choice of methods and Recreation has a level of material security of the population. Depending on the income level of consumers recreation and tourism can be divided into three groups. The first group includes those with low incomes (teachers of schools and vocational schools, nurses and other public sector employees). Nevertheless, they exhibit relatively high activity against a variety of entertainment, recreation, sightseeing activities, purchase small gifts and so form the largest segment of consumers recreation and tourism in the international tourism exchange. The second group are people with average incomes (businessmen, doctors, university professors and others.), The primary purpose of outdoor activities related to cultural and entertainment events, and wellness-treatments. People with high incomes who show interest in the study of nature, culture and traditions of other nations and able to spend on tourism and recreation heavily form the third group. The structure of the market of recreational services also affects age population. Accordingly, tourism is divided into youth - those aged 15-29; adult - 30-59 and third age - 60 years and older.

On the recreational needs of the population affected by both subjective factors (tastes, preferences, fashion and various types of recreation areas, advertising, stimulating demand for recreational services, for cultural, sports, fairs and other events), and so the objective (eg ,

changes in household income). Currently, only a small part of the population of Ukraine has the opportunity to meet their full recreational and tourism purposes in connection with the fall of solvency. So today should pay more attention to the development of suburban recreation for gardens, cottages in the countryside, cheap hostels, campgrounds, motels.

The external factors influencing the formation and functioning of the national tourism market include economic and political stability in the country, government policies supporting tourism activity and orientation of international activities, degree of integration into the world economic system, and fashion and image. The interaction of internal and external factors shaping the market conditions and business environment activities affect demand (its size, structure, rhythm). The level of development of the national tourism industry depends on the ability to meet the needs of different consumers.

Among these factors distinguish extensive, intensive and dissuasive. The former include the growth of the number of employees, amount of material resources to be included into circulation, build new recreational facilities; to intensive - training of personnel, professional and qualification structure and technical and technological base, rational use of material resources and more. Restraining factors affecting development of recreation and tourism and embrace the economic crisis, the growth of foreign debt, political and financial instability (inflation, stagnant rates), higher prices for commodities, unemployment, decline in personal consumption, poor environmental situation, bankruptcy of travel companies etc. [76, 77].

Stability and formation of the national tourism market largely depends on the relationship of international and domestic tourism. Sustainable development of the national tourism provided by the presence

capacious domestic tourism market, which is also the basis for the development of international tourism. In Ukraine, there is every reason for the formation of a strong market reception of tourists and generate market flows [78, p. 59-60].

This is largely ensured by purposeful state tourism policy aimed at creating an attractive image of the national sphere of recreation and tourism. Tourist attraction formed complex resources and activities, including:

- existing tourist resources (natural, historical, cultural);
- environmental situation in the country and some regions;
- pricing and transportation access offered tourist services;
- traveling comfort and quality of service.

Economic background - the development of business, the availability of human resources, capital, favorable environment for economic activity and more. Terms of the national tourism market is the level of national economic complex (especially related to tourism sectors), creating the possibility for the formation of appropriate tourism infrastructure (networks of different types of accommodation different levels of comfort - hotels, motels, tourist centers, etc., engineering infrastructure).

The most important prerequisite for the effective development of recreation and tourism is the availability of recreation and tourism infrastructure, hotels, motels, rest homes, boarding houses, sanatoriums, catering, transport, entertainment facilities, attractions and so on. It is worth noting that at the beginning of 2016. in Ukraine there were 1258 enterprises hotel industry a total of 100.67 th .. The form of ownership are distributed as follows: 40% in state and municipal property, 57th collective and 3% - in private. Recreational opportunities provided by Ukraine as the presence of 3304 sanatorium and health institutions of different departmental

subordination and forms of ownership, including resort - 487, health center - 357, bases and other establishments of rest - 2016, pensions holiday - 235

For the development of recreation and tourism infrastructure is a very important premise: transport security, adequate social infrastructure and material production, which contributes to recreation and tourism activities in the region, economic and geographical position, the nature of settlement in recreation areas and more.

In its functional purpose infrastructure recreation and tourism industry is divided into industrial (transport, communications, construction, water -, energy) and social (retail, restaurant business, community services, culture, children and medical institutions). An important condition for the formation of the national tourism market and its interaction at the regional and global levels is developed transportation component of the appropriate traffic, economic and formal accessibility [79].

Unfortunately, the state of transport infrastructure in Ukraine is extremely poor, it needs significant investment to create it in accordance with the world standards. Our country has to develop a network of highways and railways, airports, sea and river ports. Air, road, rail and river transport should provide transportation of tourists taking into account global conditions and quality of service [58]. Do not lose relevance problem of water supply and sanitation settlements, especially tourist centers and recreational areas.

For improvement of infrastructure in Ukraine required a substantial investment in its construction, including the central and local authorities, foreign and Ukrainian investors by the state, regions and communities.

Thus, the development of the national tourism market depends on a complex objective conditions and the factors that contribute to the formation and functioning of the national tourism industry as interbranch

complex to create a tour product. The latter has to meet the specific needs of people on leisure trips through the production and sale of goods and services tourist destination. Development of tourism should be consistent with national tourism policy, which - coordination of business and government efforts to strengthen the position of the country in the global tourism process, the global socio-economic and socio-cultural systems.

In our country formed all the prerequisites for tourism development and its tourism potential is currently not fully used, because the share of tourism in GDP accounted for only 1.5-2.5%. The main stimulating factors in this context are mainly infrastructural changes.

In general recreation and tourism Ukraine is developing dynamically, growing numbers of tourists and sightseers, and the amount of receipts from tourist services (tab. 3.2).

Table 3.2

**Key indicators of tourism development in Ukraine,
2007-2015. ***

Indicator	2007	2008	2009	2010	2011	2012	2013	2014	2015
The share of foreign exchange earnings from tourism,% of GDP	0.08	0.04	0.05	0.07	0.05	0.05	0.05	0.05	0.05
Charges Ukraine residents traveling abroad, mln. USD. USA	124.8	188.8	356.5	194.4	214.3	240.0	375.0	450.0	400.0
Direct foreign investment in hotels and other places for temporary residence bln. Dollars. USA	21.6	29.5	-	-	-	-	-	-	-
The number of domestic tourists, thousands.	1039	2155	1387	1094	649	716	774	703	323
The number of tourists, thousands.	1769	2393	2406	1909	1953	823	865	658	1175
The number of	868	336	1282	914	1296	1250	1957	2519	2085

citizens traveling abroad for tourism, thousand.									
The number of foreigners who visited Ukraine for tourism, thousand.	299	373	373	282	336	234	270	232	17

Source: author calculated according to the State Statistics Service of Ukraine

At the same time there is a clear trend of domestic outbound tourism: the rapidly growing number of citizens traveling abroad for tourism, while the number of those who enter the country as well as domestic tourists is decreasing. Unfortunately, reduced foreign direct investment and development in the resort and tourist infrastructure (rys.3.1), the number of domestic tourists and tourists as well as foreigners who visited Ukraine for tourism. The sharp decline in living standards in the years 2014-2015. Probably will keep these trends will reduce the exit flow, but is unlikely to contribute to the growth of internal streams of tourists. Therefore need innovative solutions to enhance the use of existing capacity, the creation of new tourism products, competitive in Ukraine and abroad, support SMEs in the tourism sector, improving the quality and availability of recreational and tourism services. The implementation will lead to systemic measures, according to our calculations, the increase in the number of tourists in 2025 to 6 million., ie 3.2 times, including 1 million. Foreigners (2.9 times). The increase in domestic tourism, particularly social, will provide a congestion accommodation facilities and implementation of tourism potential accumulated. By 2025, the level of budget spending on tourism will reach 0.3% of GDP (see. Rys.3.1) [39, p. 283]. including social, will provide a congestion accommodation facilities and implementation of tourism potential accumulated. By 2025, the level of budget spending on tourism will reach 0.3% of GDP (see. Rys.3.1) [39, p. 283]. including social, will provide a congestion accommodation facilities and implementation of

tourism potential accumulated. By 2025, the level of budget spending on tourism will reach 0.3% of GDP (see. Rys.3.1) [39, p. 283].

The experience of many European countries that have significant income from international tourism, it is advisable to create a tourist representative offices abroad to promote national tourism products.

In recent years, the tourism sector is undergoing profound positive changes, new routes, developing hotel infrastructure, increasing the level of tourist services, improving attendance tourist sites, tourist and recreational opportunities in Ukraine caused great interest among representatives of the international tourism industry [82]. The above significant impact on the dynamic growth of tourists and revenues from tourism.

However, the development of tourism in Ukraine is constrained by several factors: the lack of an integrated system of state management of tourism in the regions; lack of technical, organizational, informational and financial support entities tourism industry of the country; mismatch most tourist facilities with international standards; poor state of the tourism, service and information infrastructure in the areas of roads and international transport corridors; insufficient supply of highly qualified tourism industry; imperfection regarding database objects tourism industry.

Within the framework of the State program of development of tourism specific issues have been resolved. In order to improve the situation in the tourism sector developed and adopted the Law of Ukraine "On Tourism", the Decree of the President of Ukraine "On measures to develop tourism and resorts in Ukraine." These regulations stipulate the main directions and prospects of tourism development in Ukraine.

Currently, tourism is adapting domestic legislation to international standards, improved contractual framework signed 40 international agreements on cooperation in culture and tourism with leading institutional

bodies. In Ukraine carried out joint projects on the initiative of a number of international organizations to preserve the environment, deepen cooperation, economic and social development of potentially attractive aspect of tourism areas.

Today unconventional required innovative approaches to the management of the tourism sector in Ukraine at the level of the state and enterprises. Sustainable development of the domestic tourism industry against the backdrop of increased competition, increased demand for international and domestic travel products, customer requirements to fill, diversity and quality of tourism and recreational services requires science-based marketing strategy [83, 84].

With the growing economic and social efficiency recreational and tourist areas will be formed favorable conditions for sustainable economic growth, job creation, maintenance revenue and revenue. Achieving this is possible only through constant active promotion of local products to domestic and international tourism market, Improving the competitive advantage of domestic tourism product manufacturers.

The state should encourage recreational and tourist activities in general, creating the necessary economic and political conditions, maintaining its overall image recreation and tourism the country, including funding for large-scale foreign and national PR-action. This will contribute to advertising attractive for recreation and tourism areas at both the national and international markets in languages strengthen globalization. In this connection it is necessary to state and local budgets provide the funds.

It is known that one of the priorities of socio-economic growth of the country, a significant factor of stabilization and structural adjustment of the national economy determined the development of recreation and tourism. It

is said, particularly in the State Regional Development Strategy for the period up to 2020 [57].

Recreation and tourism might be a priority in the development of any modern state, if it has the necessary natural-resource potential and can increase investment activity, the implementation of strategic growth scenario, recreation and tourism competitiveness in domestic and international markets services.

In its tourist and recreational potential of Ukraine can become a tourist country of the world. Expanding international relations opens up new ways to promote the national tourist product on the international market, attracting global information space, excellence organization of tourism [59].

Geostrategic role of our country as a link between north and south Europe, Caucasus and Europe is obvious. Ukraine is open for international tourism cooperation based on common European integration processes and national priorities. Based on national priorities, public international tourist policy The opposite is implemented on the basis of economic feasibility and mutually beneficial cooperation with a particular country or region, takes into account the specific features of the tourist market. [60]

The development of logistics recreation and tourism will depend on many factors: the recreational and tourist activity rate, increase its revenues, fluctuations in the price of the permit, the pace of economic reforms, introduction of Ukrainian currency and its convertibility, saturation commodity market, liberalization of foreign trade and so on. Because it processes to predict the Long-Term extremely important. In the immediate future, obviously, be kept downward trend in living standards. The main contingent of tourists will be provided with the most material part, so important is the question of government subsidies in the spa area.

Thus, we can conclude that Ukraine has a huge potential for recreation and tourism, which is characterized by its natural resources, availability of skilled personnel, material and technical infrastructure (an extensive network of recreational centers, hotels, etc.). The presence of substantial capacity allows countries to set ambitious targets for accelerated development of recreation and tourism, turning it into an important factor in human development. However, to bring the infrastructure into line with international standards of service quality required significant investment. Needs improvement mechanisms and ways to use existing facilities in the context of the goals of recreation and tourism.

3.3. Investigation of the stability and reliability of the current state of the tourism complex

In a globalized economy using climatic recreation and tourism resources driven by their specific functional purpose, which determines the priority profile of the tourism development of certain areas, regions and locations. However, if at the functional purpose of certain resources can be made more or less clear distinction between subhaluzyamy recreational sector (tourism, leisure, sports, spa treatments, etc.), the study of spatial organization of natural resources required is a comprehensive approach. Therefore, the recreational-tourist suitability riznoranhovyh regional economies monofunctional not actually happen - they are all to some extent, can meet the needs of tourist services or spa sanitation. This realization of specific functions of economic regulation of the tourism industry in the market possibly in the presence of four main components: a) capital; b) technology; c) personnel; d) tourism resources. That means that not having the capital to purchase technology, hire staff and begin to engage in tourism. It is necessary to determine the place where the fourth component - tourism resources - is the cheapest, overall it determines the high profitability of tourism. But if tourism associated with the creation of tourist resources (rather than the consumption of ready-made), the cost of the tourist product is gradually increasing as tourism resources by means a series of natural and artificial man-made objects suitable for creating tourism product , we can confirm that determine the formation of tourism resources of tourism in a particular region. The author found that the main criteria that determine the suitability of the area for spa treatments is the presence of deposits of medicinal mineral water, wax, favorable climate, clean environment. The greater supplies of medical resources, the higher their therapeutic efficacy, the

higher value are recreational areas. That such area is small in size, limited to the boundaries of the settlement, which houses the spa resources.

As you know, the natural potential of Ukraine make up the Black and Azov seas, relief, water (70 ths. Rivers, more than 3 thousand. Natural lakes and 22 thousand. Man-made reservoirs), forest, plant and animal resources. On this basis, established 11 national parks, 15 national parks, preserves, arboretums, memorials of landscape art belonging to the protected areas. The deposits of therapeutic mud, mineral and radon waters belong to the recreational potential of our country, which is not only domestic but also international significance. Travel Resources have such basic properties as attractive, climatic attractiveness, availability, degree of scrutiny, excursions importance, and video landscape and environmental characteristics, socio-demographic, natural reserves, how to use and so on. These resources are used in health, tourism, sports and educational purposes. Thus, in the Carpathian region have the resources to sports type of recreational activity [136]. This includes skiing, tourism, hunting, Speleology subspecies.

The dynamic development of the tourism industry in the country requires all groups of tourism resources. Even at high attractive properties of natural resources without a communication, communications, municipal infrastructure, educational institutions, cultural monuments, art and more tourist activity to a wide range of customers is not possible. In these circumstances, despite its social and humane role tourism impact on the environment. Reducing the influence of the tourism industry on the environment is regulated at the national and international levels through:

- a) environmental education;
- b) restricting recreational and tourist pressure on natural resources;
- c) tax regulations.

Territorial structure TRC determined by a combination of tourist and recreational items, centers, nodes, districts and zones formed or shaped by a variety of factors. However, the territory of Ukraine is a heterogeneous regions in a historical context and in terms of socio-economic development. They differ in natural conditions, ethnic composition of the population, settlement systems, tension ecological situation, economic potential, system of interregional relations, etc., resulting in a corresponding formed divisions of labor. All these factors are reflected in economic zoning.

1) the share of tourism and recreation industry in GDP, GRP countries (including the performance of the licensed business tourism, spa complex, hotels and other establishments of short - and long-term accommodation);

2) the share of tourism and recreation in total goods and services over time;

3) component structure of the tourism sector;

4) the number and quality of jobs in the sector;

5) comparison of revenues from international tourism to the export of goods and services;

6) the balance of income and expenditure on international tourism.

Statistical measurement of TRC state carried on the following parameters:

a) the number of visitors in the country / region;

b) their distribution by month / season;

c) the country of origin of tourists and their share in the total number of visits;

d) the dynamics of tourism flows for several years;

d) Expenditures in absolute volume and their distribution by various articles (housing, transportation, shopping, food);

- e) the mode of transport and the type of housing used;
- h) purpose of visiting; g) the sociological and demographic characteristics of visitors;
- i) satisfaction of tourists traveling to the results.

This placement tourist and recreational facilities provides additional benefits host communities and regions including tourists using certain resources (unpolluted air, solar heat, beaches, hot water) with minor economic costs, provide financial revenues recreational facilities and local budgets due to the specifics of recreational consumption and its form of payment, accelerate the investment process in almost all sectors, implementation of structural changes in favor of services and product ment commodities, diversification and improving the quality of products and services that have a positive impact on the labor market (detailed by the author in previous works.

So you can show that the TRC, unlike other economic activities, is extremely sensitive to fluctuations in environmental performance and environmental situation in the region, precisely because trend analysis requires a long period, which eliminates the impact of temporary factors on key performance indicators. As the TRC has a distinctly seasonal, for making suggestions and directions of further development is necessary to determine peak periods, ensuring the maximum number of visitors and periods with a minimum number of visitors. The number of visitors - one of the basic indicators that are the basis for calculating the total volume of services provided, the average length of stay, the volume of consumer spending, the revenues of tourism and recreational facilities

Ukraine occupies a leading position in Europe in terms of providing natural and man-made tourist and recreational resources that could potentially generate significant interest of local and foreign tourists. The

development of tourism and recreation industry in recent years in the country as a whole is characterized by positive dynamics, increase in domestic and inbound tourism flows.

The structure of tourist flows in Ukraine is positive and shows significant prevalence of domestic and inbound tourism, which formed a total of 88.4% of all tourists. Thus, tourism and recreation industry in the country ensures the implementation of its main functions - creation of new jobs (including for vulnerable groups), increase incomes, increase revenue, reduce social tension in tourist and recreation areas, promotion of related industries, investment activity in the industry to develop new tourism products and improve the quality of existing service offerings.

The presence of recreational and competitive travel products and services will satisfy the relevant requirements of the population of Ukraine, foreign citizens, increase the investment attractiveness of the recreational and tourist areas of the country to strengthen its image as a recreational and tourist center of international importance. Therefore, the gradual provision of recreation and tourism modern scientific and methodological support and highly qualified personnel will significantly enhance its profitability by increasing the number of entities, the volume of domestic and foreign tourist flows. The author explains the fact that the demand for recreation in nature all the world is growing rapidly, increasing non-defined habitat of modern man's physiological and psychological needs. For example, economic and statistical analysis of the World Tourism Organization shows that recent international travel and the income from them increased in all regions of the world (tab. 3.3). So, for 48 years (1958 to 2006) the number of tourists in the world increased 15.2 times and revenue from tourism increased by 133.6 times.

Table 3.3.

Expected measurement volume of international tourist arrivals *

	The number of international tourist arrivals, mln. people				
	Evidence			Forecast	
	1980	1995	2015	2020	2030
World	277	528	940	1.360	1,809
Africa	7.2	18.9	50.3	85.0	134.0
America	62.3	109.0	149.7	199.0	248.0
Asia and Tyhookeaniya	22.8	82.0	204.0	355.0	535.0
Middle East	7.1	13.7	60.9	101.0	149.0
Europe	177.3	304.1	475.3	620.0	744.0
Of them:					
nordic region	20.4	35.8	57.7	72.0	82.0
Western region	68.3	112,2	153.7	192.0	222.0
Central and Eastern European region	26.6	58.1	95.0	137.0	176.0
South European region	61.9	98.0	168.9	219.0	264

Source: * systematized and summarized her authors set forth the results of the study and analysis of statistical data.

Ukraine has a favorable geographical and geopolitical location, unique natural and climatic resources, historical and cultural heritage. Among health resources we note significant reserves of therapeutic muds, which are almost all genetic types. In Ukraine, widespread and numerous mineral water spa of all types. Hydro resources widely and effectively used in the resorts of Transcarpathia, Lviv, Poltava, Vinnitsa, Ternopil and other areas. Healing climate coast of the Black Sea and Azov Sea, Crimea, Carpathians, middle zone countries are widely used as the basic medical and health factor in almost all resorts. Unique natural healing resources are the mines microclimate (Solotvyno salt mines).

So Witness: TRK Ukraine is a powerful socio-economic and political factor in the economy and politics of many countries and regions. In particular, Ukraine has great recreational resources that are used or could be used for recreation, tourism, medical treatment, rehabilitation population [26]. Changes in both material and technical base and organization of production and the social sphere of modern society is certainly affected the

socio-economic role of recreation in the process of social reconstruction. Today, recreation affects not only the recovery of the labor force, but on the whole person. For the current stage of social development characterized recreation increasing role in the process of recuperation rights. It TRC and is the complex system in which the intertwined interests of many sectors of the economy, culture, safety, employment, development of tourist infrastructure, recreation rehabilitation. The most cultivation, development and improvement of the structure of recreational facilities is celebrated Black Sea region within which recreation is the leading sector of specialization. Favorable climatic conditions of the Black Sea area, numerous beaches, warm sea, curative mud and mineral water for various types define its national and international importance.

In the Odessa region are 43 and resorts to treatment, 16 boarding houses and rest, hostels and camps. All are in the Odessa recreation area. Leisure as a social phenomenon and its place in the social sphere and environmental effects are not well understood by modern science. In this regard, studies in rekrealohiyi find opportunities to use and develop the resource potential of the Black Sea.

Tourism and recreation industry Zakarpattya past five years for all dynamic parameters, is active in investment activity, the number of visitors increased employment in the industry is actively developing green tourism, which is based on the performance of individual households. TRK this region represented mainly small and medium businesses. In recent years dramatically changed the structure of the form of ownership in favor of private schools. The region is gradually emerging tourist and recreational complex with two well-defined peak seasons - summer (recreation, rest, treatment) and winter (ski), each of which has certain characteristics provide services.

The dynamics of organized tourism flows in 2008 is steadily increasing, the structure of tourist flows dominated by domestic tourism, which is a positive development in terms of the impact on regional development, because it creates additional demand for accommodation facilities, food, transportation, travel , enhances the range of services and products of the tourism destination, increasing employment, increasing incomes of local and state budgets, stimulate investment in the sector.

The main branch of outdoor activities - hiking, which is the largest center of Lviv - a large railway, highway and air transport hub of international importance. Among other distinguished Pustomiti, Vynnyky Shchyrets, Obroshino, Old Village, Zvenigorod. Big resort of national importance is great Lubin. For the recovery is most suitable southeastern slopes and narrow band wasted Davydov strands. The main health centers in the region are Bryukhovychi Vynnyky, mineral Tags, David, Suhovolya, Glynn Navariya. Speaking significant segment of services, TRC also relates to the field of intensive natural resources. Therefore, confirm that the state policy in the sphere of nature, including recreation and tourism, in a fairly active should regulate the development of recreation and tourism,

It is equally important to consider that anthropogenic pollution of natural resources and RTRK brings significant economic and social damage. [41] Unfavorable environmental conditions affect the performance of social development of the population throughout Ukraine as reducing the recreational potential of natural resources, unfavorable epidemiological situation and environmentally innovative food negatively affect the health of the population of Ukraine and its workforce. General health of the recipient pollution are aggregated indicator of blahopoluchnist any region in ecological terms. According to experts of the World Health Organization defined health status by about 50.0% lifestyle by 20.0% - environmental

is relevant also in connection with the demographic situation in the country - the population of Ukraine continues to decline. visiting Ukraine for treatment to the overall reduction of their number [37]. These data confirm that demand for rehabilitation is growing rapidly, and thus increasing the demand for natural recreation resources. It follows the extraordinary relevance of their conservation, management and restoration, because their quality is the primary requirement for tourists and travelers. The need to preserve and further revival of natural resources and protection of recreational and tourist areas is relevant also in connection with the demographic situation in the country - the population of Ukraine continues to decline. visiting Ukraine for treatment to the overall reduction of their number [37]. These data confirm that demand for rehabilitation is growing rapidly, and thus increasing the demand for natural recreation resources. It follows the extraordinary relevance of their conservation, management and restoration, because their quality is the primary requirement for tourists and travelers. The need to preserve and further revival of natural resources and protection of recreational and tourist areas is relevant also in connection with the demographic situation in the country - the population of Ukraine continues to decline. management and recovery, because their quality is the primary requirement for tourists and travelers. The need to preserve and further revival of natural resources and protection of recreational and tourist areas is relevant also in connection with the demographic situation in the country - the population of Ukraine continues to decline. management and recovery, because their quality is the primary requirement for tourists and travelers.

It should be noted that the preparation for holding in Ukraine European Football Championship in 2012 (hereinafter - Euro 2012) was a significant impetus for the development of tourism. Accessible natural and

cultural and lessons in preparation for the football championship Ukraine infrastructural capacity brings a new level of recreation and tourism industry. The main achievements of the preparatory process of the tourism industry for Euro 2012 is the reconstruction of airports, railway stations and transport sector, substantial building hotels and tourist accommodation alternative means, the emergence of street marking tourism and urban development and advertising information providing tourism and hospitality industry.

One of the main preconditions for the development of hotel industry in Ukraine is the creation of a favorable investment climate and finding sources of financing for the construction of new and reconstruction of existing enterprises. Following the results of 2012. in new construction and technical upgrading of existing hotels and other places for temporary residence from all sources of funding invested 2579,4mln USD, representing 89.7% of 2013. The share of investments in the development of hotels and other places for temporary residence, developed in total investment was 1.1%. Among the regions of highest growth investments in the hotel industry Rivne (in 5.8 times more than in 2013) and Nicholas (2.4 times more) regions. In 2016. in Ukraine built 57 new hotels 2409mists. (Tab. 3.5).

Table 3.5

**The number and capacity of enterprises hotel industry
Ukraine by type (as of 01/01/2016) ***

Type hotel industry	Number of units		Distrib. pidp-in by type %	Disposable container pidp-in, places	The average capacity pidp-in	
	pidp-in	their numbers			Room	seats
Hotel	838	42178	52.5	75659	50	90
Motel	25	454	1.6	881	18	35
Hotel and office center	5	59	0.3	91	12	18
Camping	8	228	0.5	520	29	65
Youth hostel and mountain refuge	50	2194	3.2	5522	44	110
Hostel for visitors	189	4394	11.8	11610	23	61
Other places for temporary accommodation	480	22073	30.1	67672	46	141
All types of businesses	1595	71580	100.0	161955	45	102

Source: State Statistics Committee of Ukraine *, 2016.

According to the functional structure of the hotel industry enterprises in Ukraine, services for temporary accommodation in 2016. provided 838 hotels, 25 motels 5 hotel-office centers, 8 campsites, 50 youth hostels and mountain refuges, hostels for 189 visitors and 480 other places for temporary residence. At the same time there was a decline of hotels compared to 2013 in the Sumy region. - 6 units, Dnipropetrovsk - 5, Vinnytsya and Zaporizhya - by 2 units each, Rivne - 1 hotel. Reducing the number of hotels was mainly due to their complete elimination, sale or transfer individuals to rebuild housing.

In Ukraine, most hotels are located in the city. Kyiv (9.8% of the total number of hotels), Lviv (8.9%) and Dnipropetrovsk (7.0%) regions, Odessa (5.7%), Luhansk (5.2%) and Chernihiv (4.6%) regions, due to their high level of industrial development, the presence of centers of tourist flows / spa area.

Admittedly, the index of the hotels determined by the number of hotel rooms per 1,000 inhabitants. For Ukraine this figure in 2016 remained at the level of 2011 and amounted to 1.6 hotel rooms per 1,000 inhabitants, in hotel rooms Kyevu- 4.5 against 4.4 in 2013 more than the average for

Ukraine was the availability of hotels 1,000 inhabitants; in Zakarpattia, Lviv, Odesa, Volyn and Ivano-Frankivsk regions indicator of hotel rooms fluctuated slightly compared to 2013 and ranged from 2.5 to 1.7 hotel rooms.

Minimum use of the capacity of hotels was in Kirovograd (0.18), Donetsk (0.19) and Ivano-Frankivsk (0,19) regions, while the maximum - in the city. Kyiv (0.50) ..

The decrease has taken place in most regions of Ukraine. Compared to 2013 total time visitors reduced rates m. Kyiv - to 465.9 thousand. Man-days Dnipropetrovsk region. - to 153.8 thousand. Man-days, Volyn - to 148.7 thousand. Man-days Chernihiv - to 95.7 thousand. Man-days and Odessa region. - to 93.1 thousand. Man-days.

Thus, despite wide "geography" of tourists who come to our country (in 2016 foreigners came to Ukraine from 218 countries to 205 countries in 2013), a third of their number (33.7%) were tourists from the States CIS - 339,3 thousand. people (Belarus - 48.5 thousand. people of Moldova - 17.9 thousand. people). For other countries, Ukraine is often visited by tourists from Germany - 81.9 thousand. People, Poland - 74.7 thousand. People, US - 67.0 thousand. People in Italy - 33.5 thousand. People, France - 32, 7 th. persons Turkey - 29.0 thousand. people, United Kingdom - 26.9 thousand. people, Austria - 21.1 thousand. people, Netherlands - 17.8 thousand. people, Czech Republic - 14.5 thousand. people in Canada - 13.9 thousand. people and Sweden - 13.2 thousand. people.

One of the most important characteristics as the hotel industry is also a comfort. The criteria for admission to certain categories of hotels is the quality common areas and rooms, availability of bathrooms and shower rooms, standard furnishings, types, quantity and quality of technical equipment, the level of processing facilities, the number and qualifications

of staff; the level and range of services in nutrition. According to the national standard ISO 4269: 2003 "Touristic services. Classification of hotels" expected distribution of hotels and motels in five categories (from one to five "stars"). Today, according to standardization in Ukraine there are six five-star hotels, "Premier Palace", "Kyiv Sophia" and "Opera (Intern)" in the city. Kiev, "Donbass Palace" in Donetsk, " " from 15.09.1995, which determined the general legal, regulatory, institutional and socio-economic principles of formation and implementation of modern Ukraine's state policy in this area in the context of solving problems to ensure the transition regions of the country to sustainable development. At the same time recognize that is not yet developed and adapted in practice, not economic levers and controls their implementation in the context of sustainable development of the regions of the state.

3.4. Improving the socio-economic impact of tourism and recreation areas

The fundamental basis for ensuring and improving the efficiency of social sphere of recreation and tourism has become a state policy, focused on achieving important social goals and priorities. That the state should establish and define the overall strategy development, policy implementation and its precise mode of promoting economic recovery and recreation industry. It is a favorable market environment for socially efficient, economically viable and environmentally acceptable development of recreational and tourism business should direct public policy.

Summarizing all possible policy options regarding recreation and tourism, there are two main types of [64]:

first - recreation, staying within sight of government and representative bodies, developing as a secondary field of activity, behind other sectors;

second - Recreation priority area recognized as a promising socio-economic development of clearly defined regarding its policies and program of action. It takes place adequately at all levels of management, through various forms of assistance to stimulate entrepreneurial activity in the field of recreation and tourism, attracting investment, including foreign ones. This recreation is considered in the broader context of development, significant social and economic targets which can be achieved by ensuring a proper level of infrastructure, training, environmental safety. In this case, it would give impetus to a kind of practical actions in other fields directly related to it are not.

We support scientific opinion [64], which is the second option should be a strategic line of public policy development of recreation and tourism in Ukraine. Recreation and tourism can be an important basis for

sustainable human development, because it is having a strong social impact, significantly strengthened the appropriate public policy meets important social needs and achieve social outcomes. And these fundamental provisions should be the basis of the approach to understanding the role of recreation and tourism and areas of development [119]. State policy should be directed to the formation of such a market environment, institutional, economic and legal conditions which would promote business development in this area,

Recreation and tourism for the time of its existence became inaccessible to rest in the industry of public entertainment and recreation for people of different levels all over the world. International tourism has become part of the economic and social development and one of the most characteristic manifestations of globalization [122, 123, 124]. Modern tourism and recreation is one of the most profitable activities of the world economy, dynamically developing. According to the World Tourism Organization and the International Monetary Fund, tourism from the late 90's of the last century came in first place and holds a leading position in world exports of goods and services, ahead of the automotive industry, chemicals, food and other industries .

Average growth rate of tourism are 7-9% per year, significantly higher than the average annual rise of the global economy. The scope of recreation and tourism distinguish the following factors: a small initial investment; short payback period and very high profitability of projects; growing demand for services. This successful development of tourism in the world due to socio-economic benefit derived by the development of domestic and inbound tourism, which:

- create jobs in tourism and adjacent areas (each tourist who enters the country, creating jobs 8-10);

- activates the development of hotel and spa management, transport and catering business, excursion and information services, tourism and entertainment, sports and recreational facilities and business centers;
- contributes to the inflow of foreign currency;
- encourage investment in the local tourism industry, ie increasing budget revenues;
- activates the upgrading of local infrastructure of transport, communications, etc;
- contributes to the preservation and restoration of historical and cultural and natural heritage of the country, regions, cities and towns;
- supports the revival and development of traditional folk arts and crafts, making souvenirs;
- ekooriyentovanomu promotes the productive use of land with no agricultural value, which saves natural flora over large areas, and demonstrates the importance of natural and cultural resources for economic and social well-being of society.

For many countries, international tourism has become the most profitable area of activity and the revenue from it - an important component of national budgets. Travel and tourism investment projects stimulate the development of the transport and hotel and tourism infrastructure (including airports, roads, ports, restoration of historical monuments, museums, development of natural protected areas), which increases the quality of life of the indigenous population and service tourists [29, 125, 126].

According to the report, the International Council of Travel and Tourism (World Travel and Tourism Council), in 2016 in this sector directly employed nearly 80 million people, or 2.9% of employment in the world economy and in adjacent areas of tourism - is about 225 million

people (9% of the population of the planet) [125, c. 300]. By 2030 the number of tourist trips, according to experts UNWTO may increase compared to the current period three times [127, c. 35].

Our country is not yet among the world leaders in the number of visits by tourists. However, the features of its geographical location and topography, the climate, the wealth of natural resources, historical and cultural tourist and recreational potential of creating opportunities for many types of intensive development and domestic and foreign tourism. Currently, the recreation and tourism Ukraine there are 8.5 thousand. Companies, of which almost 3,9tys. - business tourism activities (licensing tour operators and travel agencies), more than 2.6 thousand. Hotels and similar accommodation facilities, about 2 thousand. sanatorium and health institutions [74, p. 458; 85, p.5].

Enhancing the role and socio-economic impact of recreation and tourism should be the focus of public policy, implemented at different levels - macroeconomic, regional and local. Achieving social objectives of public policy has its own specifics, objectives, instruments and indicators at each level.

At the macroeconomic level conceptually important development strategy for the development of public recreation and tourism, which clearly formulates key socially important objectives and mechanisms to achieve them. At the meso level (regional level) declared goals and objectives specified based on the existing climatic resources and the existing infrastructure. Quite often happens in the world of asymmetric development of the various regions. For example, in Turkey coastal tourist regions highly and distant mountains are backward and unattractive to tourists with weak social protection and insufficient infrastructure.

Directly providing recreation and tourism services performed on micro issues that actualizes the definition of tourist destinations. Here are the available accommodations, meals, entertainment, provided a certain level of quality of services available transport, information, communication system.

Definition tourist destination indicates that it is "a physical space in which a visitor spends at least one night. It includes such tourist products as support services and attractions, and tourist resources Visiting along the road" back and forth "in less than one day. It has physical and administrative boundaries that define the shape of its management, and image and reputation, which determine its competitiveness in the market "[29, p. 65].

The implementation of socially oriented policy of recreation and tourism at the local level requires the establishment of specific goals and corresponding indicators. In world practice has worked out development tools, system of indicators to manage the tourism sector from the perspective of sustainable development of the territory. The principles of sustainable tourism related to the use and division of spheres of the natural, socio-economic and cultural environment [128].

Providing high socio-economic impact of recreation and tourism requires an integrated approach taking into account cross-cutting effects of its operation at all levels. Implementation of programs of recreation and tourism industry is only possible through continuous and careful monitoring. Only under such conditions it will develop effective and sustainable.

In the 1990s the world have begun to develop a system of indicators to optimize the functioning of the city (Spain), regional development indicators (Chile), international environmental indicators, human

development index and so on. In the same period based on indicators developed the first model of tourism and recreation areas (Malta, south of Australia, etc.) [129].

The proposed indicators include traditional rules of recreation and tourism (eg, capacity assessment areas) and new criteria of sustainable development at different territorial levels. These developments 90s served as a major impetus for the development of indicators of sustainable development of recreation and tourism.

In 1995-1996. The first technique produced with the use of indicators of sustainable development of tourist destinations. They were tested in Canada, USA, Mexico, the Netherlands, Argentina and other countries. Under the auspices of the World Tourism Organization held a series of meetings and seminars on the development and use of indicators [130]. According to the World Tourism Organization, the use of indicators of sustainable development of tourist destinations need to:

- adoption of optimal decisions about tourism development and reduce the risks of losses;
- prevent negative issues of tourism development in a particular area;
- identifying areas of tourism development;
- development of business plans and tourism development programs in the territory;
- risk reduction in the primary planning;
- increased responsibility for the development of tourism and involvement of the public;
- continuous improvement mechanisms for tourism development through regular monitoring of the state territory.

Thus, indicators of sustainable development of tourist destinations should be considered as the basis for the rise of tourism and at the same time as a tool for making decisions on priority directions of its development. Professionals working in tourism, always use indicators, some of which can be seen as related to sustainable development of tourist destinations.

The most simple of them is the amount of costs and revenues from tourism, the number of arrivals. However, the latter figure may be regarded as an indicator of sustainable tourism development only when it corresponds with the desired results and based on the determination of the maximum allowable capacity. Such phenomena as peak load, must be carefully evaluated, because it is not only the problem of using the number of rooms, but also excessive resource consumption (eg, fresh water).

Indicators can play the role of a certain degree of tension signals that allow respond to changing situations, criteria for assessing risk. Indicators for sustainable development of tourism destinations associated with the analysis of the impact of external and internal factors that determine the development of tourism. The main purpose - to analyze the risks for the latest business travel and study area as a whole.

There are several types of indicators:

Prevention - indicators that reflect certain trends and warn of changes taking place in the "tourism - society - nature". These include, for example, are indicators of decline in the number of arrivals, length of stay of tourists in the territory of others;

tension - tension indicators functioning of this system and the presence of hidden conflicts as a result of using the tourist area (including water resources in the territory as a result of recreational and tourist development, rising crime on the territory).

measures - indicators that require definition: the current level of development of recreation and tourism and its place in the economic structure; measure the impact of recreational and tourism activities on the natural, socio-economic and cultural environment (for example, increasing the share of revenues from the development of recreational and tourism activities involved in recreation and tourism sector, changes in forested areas or areas of land used for recreational and tourism purposes etc); measure of management effectiveness recreation and tourism and the area in general (eg, evaluation of the current level of the ecological situation in the territory, evaluation of health of coastal and beach areas, increasing the number of regular tourists, lengthening the duration of stay in the territory, etc.).

Indicators can be qualitative and quantitative expression; but on certain indicators may not be comparable. For example, the number of arrivals can be measured in thousands of millions per unit time (per year). Value of domestic and international tourists expressed as a percentage, and temporary units are month, season and so on. The proportion may be considered as a measure of the current state compared to reference values earlier data, etc. [131, p. 188; 132].

Particular difficulty during specific indicators and their comparison are qualitative indicators. For example, indicators that characterize the extent of satisfaction of tourists and tourists of their stay in a certain area, performance quality indicators adopted programs for tourism development. Development of sustainable tourism indicators - a complex and multi-step process (ext. S).

Basic methods of development indicators are in the gradual implementation. The final stage involves the formation of a final list of indicators used for the study area and planning of tourism therein. Let us

examine some of the most difficult stages of the development of indicators of sustainable development and planning of tourism in the area. At the initial stage - research and organization - collected primary information about the area, analyzes the current state of tourism development on it. The question of boundaries tourist destination is ambiguous. It often contradict the political, administrative, natural limits to the principle of maximum assignment.

According to experts of the World Tourism Organization, tourist destination to be attributed to all areas and sites somehow related to the development of tourism. For example, you should consider the areas, where employed in the tourism sector workforce. In addition, the territory should be based on ecological boundaries. Of particular importance during territory borders with the so-called key areas that have a significant impact on the whole territory [130]. Thus, national parks, or therapeutic bathing-beach tourism and recreational centers spread its sphere of influence considerable territorial space [133, 134].

The main objective of phase - to formulate specific goals and objectives for tourism development in the territory and determine its place in the economic sector. Initially determined desired indicators analyzed source of information is the collection of data and their initial analysis of the proposed indicators (as informed by public authorities and investors), then assessed the effectiveness of selected indicators and conducted their audit.

International experience demonstrates the feasibility of attracting as experts from different public and social sectors. For example, in Norway, in the planning and management of tourism development were involved: representatives of various public (social) groups (local NGOs, indigenous (ethnic) peoples); government agencies at the municipal, regional and

national level; NGOs (environmental organizations and organizations concerned with the preservation of cultural and natural heritage, sports organizations, fishing, etc.); tourists, organizations representing the interests of domestic tourists; international tourist organizations and associations.

The choice of indicators of sustainable development of tourist destinations depends on the specific project objectives, priority areas of the territory. The initial list of desirable indicators is usually different from the final. The task of those involved in tourism management and planning of its development in a particular area is to reduce the number of indicators, leaving only the most relevant data and information provided. Thus, the initial list of indicators on the islands of Samoa includes 270 positions and only after careful selection it was reduced to 20 [135].

Number of indicators and their composition may vary as depending on the specific area, and the purpose of the study. Thus, the development of eco-tourism on the coast of Argentina, it was important to assess the whales in the Gulf, while the bathing-beach holiday - the nature of the coastline and the availability of natural beaches.

It should be noted that in some cases it is advisable to use indicators that can not be provided with accurate data, but reflect the seriousness of the problem. For example, monitoring water quality in coastal waters can be performed using not only the exact data of environmental services, but alternative indicators (number and nature of cases of skin irritation due swimming complaints to the state beach area, jellyfish off the coast, etc.). In this case, the use of such indicators is a catalyst (incentive) for additional research and find solutions to problematic situations.

Indicators of sustainable development of tourist destinations used at different levels - from local to global. For combination requires political

part of the solution. In determining the strategic objectives of the region, namely the tourism industry should proceed to study the capacity threshold systems - natural, social, economic and cultural. In the tourism development area number and role of indicators may vary. Thus, the current needs of tourists forced to develop and make the market a differentiated product for which must be the material base.

To further study the conceptual aspects of improving the social impact of the operation of recreation and tourism should conduct a multifaceted diagnosis. It will be based on a range of factors that have a significant impact on the strategy of the study area (Table 3.1). This analysis is called REST-analysis, which is the instrument of strategic analysis for environmental organization [136, 137].

Table 3.1

REST-analysis environment of recreation and tourism *

Policy	R	Economy	IS
1. Openness / closeness of the country. 2. The unstable political situation. 3. Hostilities. 4. The visa regime. 5. Travel policy of the state. 6. branding. 7. Changes in legislation		1. The crisis in the global economy. 2. The level of the national economy. 2. The rate of inflation. 3. The dynamics of the hryvnia. 4. Export and import policy, scope of activities	
Society	S	Technology	T
1. Changes in basic values. 2. Changes in the level and lifestyle. 3. Attitudes to work and leisure. 4. The demographic changes. 5. Restructuring income. 6. The level of security. 7. Cigarette tourists		1. Technological Policy. 2. Significant trends in research and development. 3. New patents. 4. New tourist products. 5. Technological changes in the country	

* Source: [136, 137].

It is designed to detect Policy (Policy), economic (Economy), social (Society) and technology (Technology) aspects of the environment that may affect the strategy of development of recreation and tourism. The analysis of the political environment is important because it defines the general conditions of stability and security of the region or the entire country. The economic environment should be conducive to the implementation of various economic activities. Equally important social characteristics of the population, which determine its readiness and ability to relax. Technology is an important component in the context of readiness for change in the region and meet modern technology requirements.

REST thorough analysis will help formulate more precise goals of recreation and tourism at national, regional and local levels. It is important that it was guided by social goals: the preservation and enhancement of moral and spiritual values of humanity, health, reproduction and ensuring conditions for preserving the environment. The development strategy of the tourism industry must focus on the protection of cultural and historical heritage, fight against poverty, the effects of climate change, prevent further climate change and environmental degradation, reduce the negative impact on it [138, 139].

The strategy of recreation and tourism should be considered:

- achieve European and global parameters value service quality and prices are based on systematic measures for standardization of service quality and economic incentives for companies to improve their;
- quickest possible adaptation of normative legal acts and legislative sphere of recreation and tourism to the standards adopted in the European Union;
- attracting foreign investment for infrastructure to service the recreational and tourist flows;

- transport, trade, communications, manufacturing products for use in the resort and recreational and tourist activities and services;
- creating an attractive tourist image of the region and promote regional tourism products to national and international tourism market;
- Development of logistics and infrastructure for recreation and tourism (modernization of bringing to the international standards of logistics sanatorium existing health institutions and facilities of the tourism industry);
- commissioning of newly built recreational facilities through the development of economic mechanism to stimulate investment in this area;
- comprehensive approach to improving the quality of reception of tourists and travelers and service;
- bringing to the norms and standards of international hotel classification, certification host of other structures;
- bringing to the international organization and its restaurant business service;
- expanding the quantity and quality of recreational and tourism services provided;
- participate in the regional and European salons and fairs;
- organization of tours that will allow the best view offered products and evaluate the quality of reception;
- marketing execution system market recreation and tourism;
- creating favorable conditions for investment, tax and customs regulations of local, regional and national development;
- rational use and protection of recreational and tourism resources, creating programs and planning the future prospects of recreational and tourist regions in particular and the state in general [140, 141].

Strategy development of recreation and tourism can be defined as a set of solutions (system measures a set of programs) designed to study perspectives, priorities and areas of recreation and tourism, development and effective use of capacity, ensuring its dynamic and sustainable development. The strategy should combine the interests and activities of society, the government and the business sector to address prospective economic problems.

Conceptual framework strategy development areas recreation and tourism should include establishing primary objective and its components (sub) based on social, economic and environmental priority. Achieving the main objective - the transformation of areas of recreation and tourism into a powerful competitive sector of the national economy - should take place simultaneously with the achievement of environmental and sustainable human development. Only in such mutual unity and based on a highly developed infrastructure, this sector can be a powerful factor in GDP growth, employment and most importantly, improve all parameters of human development in the country [142, 143, p. 20-21].

Implementing this strategy through the establishment of a single governing body of recreation and tourism with the function of monitoring and coordination to ensure the management and socio-environmental and economic development sectors. At the initiative of a single governing body developed by national, regional and local development strategies of recreation and tourism [144, 145, 146].

Implementation of these tasks can be provided a set of the following measures:

organizational: Organization full statistical records of inbound and outbound tourism in a single governing body, its structural orientation; organization of regional and local tourist information centers for the

purpose of information and analytical activities to identify priority objectives and targets of marketing policy, reservation services within the region and beyond, transportation, hotel, theater and exhibition tickets; stimulating the creation of new companies and the development of new tourism products;

investment policy authorities in the field of tourism: Attracting external capital loan secured by real estate and thus ensure investment in new facilities the hotel industry; allocation of tax payments by enterprises hotel, the local budget as a guarantee fund providing loans to investment projects of hotel; direct involvement of foreign capital into the development of the hotel industry (training programs address new hotel construction, based on the analysis of objects that were hotels in the past, the possibility and expediency of their return in this area, preparation of regulations to ensure the legalization of targeted programs and mechanisms its implementation);

-reconstruction and reorganization of the existing hotel stock, preparation of new hotel construction. An analysis of loading hotels and forecast future demand, new construction is critical because even bringing international requirements around the hotel stock can not meet the growing demand;

- infrastructure: Organizational and financial support for local action for tourism; providing advertising and marketing activities in order to create an attractive image of the region; preparation of investment proposals feasibility study on the tourism sector and their advertising and information security; providing expert investment proposals region and technical assistance projects; financing of specific projects aimed at developing tourism and cultural sites in the region; development programs of industrial infrastructure hotel industry, including the production of goods finely

packed products for hotels, development of processing capacity in regional farms to produce food products for hotels; analysis of the major tourist destinations, the development on this basis targeted program of restaurants, cafes and related facilities (souvenir shops, currency exchange, information kiosks); development program of transport companies that provide transportation of tourists; development measures (tax, administrative, etc.) to ensure the priority of the market of certified products and services.

In most countries tourism policy is conducted in the framework of regional economic development and is aimed at revitalizing the economy of the backward areas. As for developed countries, it is stimulating the development of tourism in the region is carried out by injecting capital into them and create centers of economic growth [147].

In our view, the government strategy of recreation and tourism in Ukraine should be based on continuous improvement of management of this area at all levels and clear orientation to achieve important social objectives: increase coverage of population and certain categories of recreational and tourist facilities, improving service quality, preservation socially protected segments of consumers, improvements in health and quality of life of the population as a whole.

3.5. Formation of physical culture values in children in the process of physical education at school.

Current trends in the development of Ukrainian society are based the focus on the system socio-economic transformations and the entry into the European community as an equal partner. One of the key directions in ensuring democratic progress of Ukraine in accordance with the principles of the Euro-integration values is the introduction of gender equality in all spheres of public life, since Ukraine as the European state aims not only to ensure successful social and economic reforms, but also to achieve a new quality of life, harmonization of social relations [19].

The increased interest in the children health should be caused both by the fact that they are the genetic fund of the nation and that this age group is the most sensitive to the impact of negative environmental factors. Scientists consider the inadequate organization of the educational process to be the main reason of this phenomenon (T. Y. Krutsevych, 2008, S.V. Trachuk, 2010, etc.).

Researchers consider the motor activity in children's spare time, which can be recreationally and sports targeted, to be a counteraction to the increased mental load of schoolchildren (H. Hloba, 2010; H. Bezverkhania, 2013; I. Stepanova, 2008, etc.). However, the problem of raising the level of motor activity of adolescents is related both to the availability of free time and to their motives, interests, desires, values, which are formed mainly throughout the educational process of physical education in school [99].

Like any other humanitarian discipline, the theory of physical culture always takes into accounts natural fundamentals of sexual differences. Numerous studies in the field of sports relate mainly to sexual dimorphism proving the manifestation of the peculiarities of the female body in sports and the differences in the evaluation of sports achievements of men and

women as representatives of different biological sexes (S. Sokha, 1999; T. Sokha, 1991; M. Messner, 2000; L.H. Shakhlin, 2006, 2010).

There are research materials, in which the interest in gender studies in terms of political, economic, socio-psychological and socio-pedagogical factors that influence the way and style of life of young people requires a contemporary scientific reconsideration of the factors affecting the gender approach in physical education of schoolchildren. Despite the fact that scholars-theorists have systematized only certain aspects of scientific knowledge on the gender approach, the issue of the development of conceptual approaches to implementation of the gender differentiation of organizational and methodical conditions of physical education of children, adolescents and young people, the interconnection and interdependence of the gender approach implementation in physical education of children, adolescents and young people have not become the subject of special studies.

Analysis of real practice has shown that at present there is no productive experience in implementing the gender approach in the physical education of schoolchildren, and there is a somewhat spontaneous development of gender studies beyond a targeted and controlled pedagogical influence. This requires the search for scientifically grounded theoretical provisions regarding the possibilities to influence this process during the educational activities, which determines the relevance of the topic of our research. In addition, in the literature available, we have not found works that study the gender and age peculiarities of formation of value orientations of schoolchildren in the field of physical culture and sports. In this regard, the involvement of children and young people in systematic exercises as the main factor of a healthy lifestyle is possible under a differentiated gender approach, which confirms the relevance of our research.

Thus, the acquisition of a high level of development of the sports

field of knowledge in general and in the gender approach in particular requires a new methodological analysis that would enable to understand the previous experience and outline the content of a new concept of the gender approach in physical education that would correspond to modern Ukrainian realia .

The urgency of this problem, its important social significance for increasing the motivation for the systematic motor activity of children, adolescents and young people have led to the choice of the topic of research.

1.1. Gender features of the formation of needs, motives, interests, values of children and adolescents in the field of physical culture and sports.

Successful gender studies have contributed to extrapolation of the principles of genderology and other disciplines like sociology, history, linguistics, psychology, pedagogy, cultural studies and physical culture, which due to the specificity of the unity of physical and spiritual principles is considered to be one of the most adequate spheres for implementation of the gender approach [**Error! Reference source not found.**]. In particular, A. L. Vorozhbytova soundly notes that in the theory of physical culture, the opposition of male to female is quite clearly traced through the specifics of the object of study: sports achievements are always differentiated by the physical capabilities of the representatives of both sexes, which is fixed by the system of standards and grades. In the theory of physical culture, like in any other humanitarian discipline, the natural basis of gender differences is constantly taken into account, and corporeality

is an important manifestation of human potential. This allows the formation of a new information field related to the development of the category “gender” on the material of physical culture [**Error! Reference source not found.**].

Specialists in physical culture and sports science have been engaged in the study of the needs, motives and interests in the physical culture of different groups of the population for several decades. However, in the context of our study, these concepts should be considered as components of the system of value orientations of the individual, which determine the formation of the physical culture of a man and society.

Valuable orientation is the formation of a complex structure that interacts with a number of psychological concepts, in particular with the needs, motives and interests as the driving forces of social behaviour of a person . Therefore, we consider it expedient to characterize these components of the structure of values and value orientations, as well as to determine the gender peculiarities of their formation in schoolchildren. It should be noted that value orientations in general and in the field of physical culture in particular are developing in the process of assimilation of the social experience, and they are manifested in the goals, ideals, beliefs, and interests and determined by the level of aspirations and motives of the individual. They regulate human activity allowing it to correlate individual needs and motives with the conscious and accepted values and norms of society, to regulate behaviour in specific situations, etc. Under condition of acquisition by the schoolchildren of the system of value orientation they can form a value relation and then humanistic and cultural values in the field of physical culture . So, let us consider the elements of the value paradigm of the physical culture formation in schoolchildren.

Motivation (from latine “movere”) is an inducement to the activity, the dynamic process of the physiological and psychological plan that manages the behaviour of a person, defines its orientation, organization, activity and stability, the ability to meet individual needs actively [1, 2, 3]. Therefore, motivational behaviour is the result of two factors: personal (needs, motives, guidelines, values) and situational (external conditions such as behaviour of other people, assessment and reaction of the environment) [1, 7, 8]. It is well-known that human needs are the primary impetus for activities. The objects, which induce to the action, act in the form of conscious images or conceptions, thoughts or concepts, ideas or moral ideals [1, 9, 10, 11].

Requirements occupy a central place in the structure of value orientations. The category “need” is used to draw parallels between recognized and actual values. According to L.S. Rubinstein, a man needs something that is beyond him [**Error! Reference source not found.**]. Human needs cannot meet all material and spiritual values, therefore, a person is targeted at those that are subjectively significant. Valuable orientations related to the needs determine the nature of the behaviour and direction of school-children’s activities, stimulate their general and cognitive activity [6, p. 117-118].

Being reflected in the human consciousness, the motive induces a man to work, directing at meeting certain needs. In general, the motive is the reflection of the need, which acts as an objective pattern, acting objectively [12]. According to a number of scientists, such as V.P. Shaparov, A.V. Tymchenko, O.V. Kyrychuk, A.P. Kondratiuk and others, the motive is the basis of any activity that induces a person to this activity. In the process of activity, the motive may change, and vice versa, while retaining the motive, the activity itself may change. There may appear divergences

between the development of the motive and activity. Formation of the motive sometimes advances the formation of activity, and, on the contrary, it sometimes stays behind, however, both of them are reflected on its results [12, 13, 14, 15, 16, 17].

Thus, the motive is not a component of activity, but it serves as an element of the system, namely, the motivational sphere of the individual, i.e. all the totality of motives that form and evolve throughout his life. We emphasize that this sphere is dynamic and develops depending on the circumstances. However, some motives are relatively stable and, while dominating, they form a core of the entire sphere (they identify orientation of the individual) [10, 11, 18, 19, 20].

To interpret the problems of motivation of the individual we will apply to authoritative researches. The principal one is a classical work by A. Maslow "Motivation and Personality" [110], in which a fundamental classification of motives that differs from those generally accepted is proposed. The author thoroughly examines groups of motives that are arranged in a hierarchy of needs in accordance with their role in the development of the individual. It is noteworthy that this sequence proposed by A. Maslow in general corresponds to the order of occurrence of needs in ontogenesis. The scientist offers to divide the needs (motives) into the deficiency needs (lower) and growth needs (higher). In his opinion, any behaviour "is determined by a set of several or all basic needs" [110]. However, the author's concept emphasizes that the behaviour related to the immediate needs is well predictable, while the growth needs are individualized and therefore unpredictable. Psychological growth or the need for "self-actualization", which indicates the psychological health of the individual, is considered as a consistent satisfaction of "higher" needs. However, A. Maslow speaks of "the degree of satisfying needs" as a term that

allows us to understand better the idea of actualization of a higher need after satisfying a lower one [110]. A. Maslow built the “pyramid” of needs of the individual, which are the basis of motives. His work is still relevant today.

In the last decade, the issue of motivation has been studied quite actively. Thus, R.A. Piloyan treats the motive as “the beginning of any activity”, which acts as an impetus “to action, activity” [144]. In her opinion, the process of the motive formation is dynamic and “proceeds on the basis of subjective-objective relations”, which combine a person with an environment through the activity and determine the nature and intensity of his activity [144]. Retrospective analysis of literary sources [4, 25, 33, 49, 69, 91, 107, 120, 127, 179, 186, 191, 196] enables to distinguish the terms “motive” and “purpose”; “motive of the action” and “motivation of activity”; “motivational sphere of the individual” and his “motivational structure”.

In theories of motivation by A. Maslow [110], A.M. Ailamzian [4], V.H. Aseyev [11], Y.N. Kuliutkina and H.S. Sukhovsky [91], V.G. Leoniev [97], A.K. Markova [106], S.G. Moskvycheva [124], A.A. Fayzullayeva [180], H. Hechauzen [185] and other scholars, it is emphasized that motivation is one of the basic concepts used to explain the driving forces of behaviour, the activity of the individual.

N.V. Elfimova [60], M.M. Lapkin and N.V. Yakovleva [93], R.A. Piloyan [144], P.M. Jacobson [196] and other scholars have tried to explain the term “motive” as the motivation for all sorts of activities: from instinctive actions and operations to realization of life strategic plans, implementation of life in general. However, management of these activities has different regulatory systems, therefore, it is hardly possible to describe them in terms of one mechanism of action, in the framework of the current sci-

entific paradigm. For example, O.M. Leontiev pointed out that in the psychology of the twentieth century the scope of the concept of “motive” remained poorly understood and blurred, “... in the varied list of motives one can find such as life goals and ideals as well as electric stimulation” **[Error! Reference source not found.]**.

There are different approaches to classification of motives. Some authors, in particular, A.A. Kasatkin [75], A.K. Markova [105], V.B. Puluyanov [148] and others, divide them into external and internal. External motive is “the determination of behaviour by physiological needs and environmental stimulation”, while the internal one is “the conditionality of behaviour itself, which does not derive from the needs of the body and the environmental influences” [109].

As noted by A.K. Markova, distinctive features of the internal motive are that it cannot be neither social nor any concrete thing, and that it never exists before and outside the activity itself being “the direct result and product of the interaction of a man and his environment” [105]. The result of activity depends to a great extent on the level of awareness of motives. The author attributes cognitive interests, interest in the result, creativity, awareness of the sense and significance of mastering knowledge, skills, and experience to the internal motives.

Thus, the motives are various inducements, including the realized needs and interests of the individual, attitudes and ideals, beliefs and worldview, feelings and thoughts. Therefore, one should not determine only basic aspirations in the behaviour and activity, but also apply those features of the individual, which determine his life position, his attitude to reality [12, 21, 22].

The main principles of the situational approach to the problem of motive and motivation in the modern psychology were formed by A.N. Leon-

tiev within the framework of the theory of activity [23]. Its main attention is paid to the identification of the principal means, by which the processes of motivation are included in the mental system. The dynamic side of the development of motivation in the process of personality formation was highlighted in his studies by L.I. Bozhovych [**Error! Reference source not found.**]. The author developed the hierarchical structure of motivation, the driving forces of its development in ontogenesis, and the classification of basic needs. She considers development as self-movement, the context of which is determined by the social situation. L.S. Vygotsky treated motivation a special combination of internal processes of development and external conditions that are typical for each age stage, which determine the dynamics of mental development during the corresponding age period and the psychological new formation that has arisen at the end of it [**Error! Reference source not found.**].

The motivational sphere is variable and it has age, dynamic and semantic features caused by some natural and social factors [27, 28]. Motivation and stimulation are the main means of motivating the school work of pupils used by the teachers at the physical training lessons [29, 30]. According to domestic researchers A. Sitkovskiy, O. Markova, L. Hren and other scholars, motivation is a set of facts, arguments and evidence that convince the pupil of the importance of physical exercises performed. If the schoolchildren internally perceive the teacher's motivational evidence, then the educational material acquires a personal significance for them. In this case, the learning purpose coincides with the student's educational motive, and his reproductive learning activities are transformed into a conscious learning activity [31, 32, 33, 34].

Despite the fact that gender issues belong to a new field of scientific knowledge and that they cover the academic environment very slowly,

there is a sufficient amount of scientific and educational literature, which, due to its significance, can be used as a foundation for modern research in the field of the problem that is being studied.

The fact that men differ from women by both their physiological characteristics and some psychological features of the character has been known at the level of ordinary consciousness for quite a long time. Today, in the world practice there are more than 50,000 works, in which the authors state availability of sexual differences in various areas of human ontogenesis [Hroshev, книга]. Thus, analysing scientific and pedagogical literature, in our scientific search we rely on the achievements in the field of physical culture, pedagogy and psychology in the context of organizing the education and upbringing of children, adolescents and young people in the process of their gender socialization, as well as on modern gender theories that reveal a range of problems associated with the introduction of the gender equality in the society in general and in the youth environment in particular.

In his works on the psychology of sexual differences, I.V. Hroshev emphasized, “The acquired requirements and expectations, which the society suggests for men and women, determine the gender differences in the personal system of values, the development of worldview” [**Error! Reference source not found.**].

Value orientations are the basis of the motivation of activity and they are motivators of the behaviour. Thus, in some works, the differences in the significance of values in men and women have been revealed. However, it is very difficult to put them into some general scheme, so the hierarchy of values depends on the age, social characteristics of respondents, their place of residence and a set of values. For example, research by M. Rokych conducted in 1973 among the US residents shows the following

hierarchy of values: men rank first “peaceful world”, second – “family safety”, third – “freedom”, fourth – “comfortable life”, while women rank first their “self-security”; both men and women rank fifth “happiness” **[Error! Reference source not found.]**.

The studies by K. Horny (1993) have revealed age-related changes in values of both men and women in the age decades of 20-23 and 30-33.

In the studies by T. Imas (2014), the differences are noticed both in the value orientations of men and women and in the dynamics in the age decades from 20 to 60.

Analyzing the researches by prominent scientists, E.P. Ilyin has revealed a number of differences in the significance of these or other values for men and women. However, the scientist emphasizes the contradiction of the obtained results. So, according to A.I. Penkov (2000), the girls rank first the material status, while spiritual values and creativity are not so important. Such scientists as E.F. Rybalko and N.H. Krohius (1998) argue that the girls of the higher school rank first “security of the family and relatives” **[Error! Reference source not found.]**.

Significant influence of the age and life experience on the values orientations of men and women is displayed by Ihnatieva (2001). Thus, while young boys rank first such terminal values as health, then work, friends and love, the adult men rank first public recognition followed by health. While girls rank first love, then friends and materially secure life, health and happy family life, the adult women give preference to “materially secure life”, then freedom and health. In addition, A. A. Ihnatieva has discovered sexual-age features of determination of instrumental values among boys and girls, men and women. While the boys rank first cheerfulness, then education, independence, strong will, the adult men give preference to education and only then goes independence and cheerful-

ness. Cheerfulness followed by education and independence dominates among girls, while women's major instrumental value is independence, and then high demands, education, and cheerfulness [**Error! Reference source not found.**].

The level of aspiration, reflecting the level of complexity of the goal set by a person, is determined by numerous components: the type of objective, presence and prestige of observers, personal characteristics, properties of temperament, individual capabilities, personal, social standards, age, education, social origin and gender belonging of a person [Грошев, книга]. [Hroshev].

The relation between the sex and the level of aspiration has been studied by a number of authors. For example, Yadov and Zdravomyslov have found that, in general, women's requirements for the content of work and earnings are significantly lower than men's ones, even when performing the same work. This difference between men and women is explained, first and foremost, by social rather than psychological factors.

Considering the results of the study on the level of aspiration of women and men, I.V. Hroshev has identified the trends and peculiarities of the level of aspirations of men and women. According to his observations, men seek to choose goals of rather high degree of complexity with a short orientation and rapid entry into the field of tasks; the level of their claims is more stable; they rarely reduce their goal after achieving success; they are more persistent in achieving the intended result; their claims are generally adequate, but their individual capabilities are somewhat overestimated. Women tend to choose an easier goal, which is sometimes accompanied by a long previous orientation in the complexity spectrum; their choices are less stable, some of them are characterized by considerable situational conditionality and less perseverance in the implementation

of the set goal; they are slightly inferior to men in the adequacy of defining goals, they tend to make a great number of atypical steps; they somewhat underestimate their individual abilities [[Грошев, книга].[Hroshev].

In 1972, the psychologist Martha Horner proposed the concept of “Fear of Success”. Her studies have shown that orientation towards success is typical for young men, and while girls tend to avoid the failure. Consequently, women and girls have a “fear of success” [Грошев книга Hroshev].

Studying the motive for achievement in men and women, D. Spens and R. Helmrah concentrated on three areas, namely, improvement, competition and achievement of the result. When analysing a student sample, they found that a motive to achieve the result dominated in women, while men tended to perfection and competition. In other experimental groups (athletes, businessmen, psychologists), the differences between men and women in their motivation for achievement of the result and improvement were lower, but in terms of competitiveness they remained statically significant. Scientists also noticed that the motive for the competition is much higher in men than in women [Грошев I.B. Hroshev I.V.]

The problem of self-evaluation in the representatives of both sexes holds an important place in our study. According to a number of scientists, men show a higher self-evaluation than women [Iliyn]. However, a complex and controversial issue of gender differences in self-evaluation requires a more detailed analysis.

I.I. Vartanova (2007) has found that girls of junior school age evaluate themselves through attractive individual-and-psychological qualities focusing on a positive hero, while boys explain their ideal “I” relying on the image of the negative hero, whom they do not want to be like [**Error! Reference source not found.**].

Scientific researches show that the motives and interests depend on the age of a person. In the childhood, at school age and during student years, physical education lays the foundations of personality, in particular, gaining knowledge and skills, formation of the worldview and culture correlated with the improvement of physical development, physical training, formation of aesthetics of the body and culture of movements. At this stage, motivation is based on the awareness of oneself as a person [H. Bezverkhnia Г.Безверхня, 2003, **Error! Reference source not found.**].

To get a better understanding of the causes that stimulate the activity of a particular person in the field of physical culture, one needs to analyse the needs, motives and arrangements of the representatives of both sexes [**Error! Reference source not found.**]. Let us apply to the results of authoritative scientific researches on this problem.

So, according to S.S. Rodomanova, gender differences in the field of physical culture and sports among young people are in the following positions. Firstly, girls are less confident than boys, they feel less socially protected. Secondly, girls are more likely to feel the pressure of social image of corporeality. Among respondents who are dissatisfied with their physical fitness, girls are twice as many, but they are significantly less than young men in the list of those who are actively engaged in sports or physical education. These differences suggest that gender asymmetries exist in the field of physical culture and student sports. It essentially repeats and preserves the tendencies that are inherent in the European culture as a whole [**Error! Reference source not found.**].

According to the observations conducted by E. P. Ilyin, the need for motor activity of boys is higher than that one of girls. Moreover, having distinguishing students of the 1st-11th grades with high, medium and low rate of motor activity, he has revealed high activity among boys and low-

activity among girls at the physical training lessons [**Error! Reference source not found.**]. As illustrated by I.V. Hroshev, the positive attitude of schoolchildren to sports is somewhat reducing as they get older, but not considerably, which gives the right to assert a strong interest in sports throughout the entire period of study [Грошев Hroshev].

Most psychologists, who study the psychological sex genesis, reveal sex-and-role preferences in the second year of life. Undoubtedly, while getting older these preferences significantly evolve and deepen in the representatives of both sexes. In support of this, we appeal to the conclusions made by I.H. Kelyshev, who has revealed a number of trends while studying the interest of the secondary school schoolchildren in physical training lessons, some physical exercises and various sports. In particular, he points out the dependence of the positive attitude to the physical training lessons on the age: it is noticeably reduced in senior pupils, especially in girls [Грошев Hroshev]. Examination of the interest in the kinds of sports that boys and girls would like to do at school physical training lessons shows some similarities (athletics, volleyball) and differences. Boys prefer football, basketball, bodybuilding, boxing, weightlifting, martial arts, while girls like aerobics, yoga, dancing [Безверхняя, Bezverkhnia, 2004; **Error! Reference source not found.**]. The motives and targets of the boys are more directed at the development of physical qualities, which corresponds to the choice of power sports, while girls tend to correct their figure, which leads to the choice of mostly women's sports like aerobics. However, some girls have a desire to protect themselves and self-assert with the help of training in martial arts [**Error! Reference source not found.**].

According to E.P. Ilyin, at the physical training lessons, only 40% of schoolchildren are carefully and purposefully engaged in physical exer-

cises or certain sports, wishing to get good physical development. In this case, the boys understand it as the development of motor qualities, while girls perceive it as the improvement of their individual appearance, i.e. figure, posture, gait, etc. Similarly, some differences between men and women have been revealed when studying the motives of the adult population for physical training and going in for sports. Men are more active at their physical training lessons than women. In addition, they spend more time doing their physical exercises [**Error! Reference source not found.**].

Studying the peculiarities of the student sports, S.S. Rodomanova states that some gender differences have been identified in the field of student sports: there are fewer women who are actively engaged in sports than men, while those women who are dissatisfied with their physical condition are twice more than men [**Error! Reference source not found.**].

A significant role in the system of motivation for physical education is occupied by the need for social recognition. According to Romodanova's observations, it has become the motive for sports activity for a bigger number of men (27.6%) than women (11.9%). Recognition is important, but it is not the main motive for a great number of respondents (65.5% of men and 69% of women). Recognition has not appeared to be important at all for 6.9% of men and 19% of women. Hence, such indicators testify that the rate of desire to be socially recognized and well-known is higher in men than in women [**Error! Reference source not found.**].

I.V. Hroshev believes that the differences between men and women in the field of motivation have both socio-cultural determination and biological conditionality [Гросшев I.B. Hroshev I.V.]. He argues that “the motivation for achievement and the corresponding behaviour are determined

and, therefore, motivated by the endogenous and neurophysiological process, which has only recently been seriously discussed by ethologists and psychologists and which is almost unknown by sociologists and economists” [Грошев I.B.Hroshev I.V.].

Scientists have proved that masculinity, androgyny, femininity as psychological characteristics of a person are formed in the process of socialization according to normative constructs for boys and girls, and their manifestation is an important component of the gender identity of the person [с бем S. Bem]. Let’s consider the main agents of socialization, which are paid attention to by the teachers, trainers, psychologists, educators, as well as how they affect the formation of the gender identity of boys and girls. Scientists emphasize that gender socialization, in the course of which the formation of the person’s gender identity occurs, lasts throughout human life [римарев Rymarev]. However, a school age is the most active period of socialization of boys and girls. It is caused, on the one hand, by sexual maturation and the formation of a sexual role that is related to it, and, on the other hand, it is caused by the discovery of “I” and the process of development of self-consciousness [Ш.Берн, Т.Говорун, Т.В.Бендас та ін. Sh.Bern, T. Hovorun, T.V.Bendas, et al.]. According to researchers, the agents of socialization are the family, parents, school, friends, peers, the media.

In our opinion, physical culture and sports are undoubtedly one of the essential means of gender socialization of schoolchildren. A man opens physical culture for himself much less than he opens himself in the world of physical culture. Self-confidence, the integrity of emotional experiences, the certainty of attitudes, which will affect the effectiveness of communication with people, relationships in the family and the team in the future, largely depend on the timeliness and completeness of formation of

psychological features of manliness and femininity depend [слепова, хайрова Slepova, Khairova].

Slepova and Khairova express the right opinion that the models of behaviour and personal qualities forming the gender are formed through the application of the effective methods and techniques of physical training and sports activities, orientation towards the students' favourite types of motor activity. We fully agree with the scientists who argue that the biological sex of a person is the basis of the gender identity. A person perceives, assimilates, and constructs his/her own gender identity on the basis of belonging to a male or female. In addition to biological foundation of the gender identity, there are intraorized psychological features such a masculinity or femininity, which are formed in accordance with the sociocultural norms of society [**Error! Reference source not found.**].

A variety of approaches as well as availability of a certain crisis in the development of the gender theory evidences the rate of its development and theoretical depth. According to genderologists, the gender approach overcomes the most fundamental opposition, namely, the opposition to biological sexes, which is traced in the social, political, economic, cultural, and all other spheres of human life (Introduction to Gender Studies. – Moscow, 2005. – P. 23).

L.V. Shtyleva interprets the gender approach as follows, "... this is only a partial case of the use of modern scientific theory for the modernization of a particular direction of social practice" [**Error! Reference source not found.**].

Under the availability of semantic variation of the term "gender", the gender approach itself may also include some specific features of the theoretical discourse, which evidences multiple gender studies that lead to ambiguity in the solutions. Thus, the gender-emotional approach focuses on

the individual differences between men's and women's attitudes in recognizing the status equality between them. The gender-neutral approach insists on the recognition of gender equality, while gender differences are considered to be minor and do not involve value definitions., Gender-oriented studies of the children socialization by gender give preference to the influence of society on the formation and construction of the gender identity of individuals and gender relations, though they do not deny the importance and impact of the biological sex. Gender psychology is based on the fact that gender identity is not uniform, rigid, and identical for all men and women within their individual sex (Шостак Shostak).

Consequently, implementation of the gender approach in the theory and methodology of physical education provides great opportunities for reconsideration of the concepts of physical education, however, at the same time it is necessary to understand that this is not just a new theory, but it is the theory, the adoption of which implies a change in value orientations and a review of numerous established ideas on the issue studied.

Thus, the analysis of the above-mentioned sources, which is rather brief but rich in facts, reveals rather varied researchers' interpretation of the term "gender" and its definitions. However, in the process of physical education and training, it is necessary to take into account, first of all, sexual dimorphism, which justifies adequate physical activity of girls and boys. Therefore, we are inclined to those authors who believe that sex is a biological given, and gender is a construct of culture that allows marking and regulating the manifestation of certain biological features of a person in the system of social relations. Hence, the formation of values of physical culture may depend on the gender characteristics of boys and girls, which determines the relevance of our research.

3.6. Axiological aspects of physical culture as a social phenomenon and its role in the development of medical tourism

Active social transformation that is being experienced by Ukraine is radically changing the established ways of life, moral, ethical and ideological structures that define them. This process is characterized by significant changes in various spheres of economy, culture, science, and education. Significant transformations can be observed in the system of education in general and in physical education in particular, in which the ideas of humanization are rather evident [Error! Reference source not found., Error! Reference source not found.].

In addition, the problem of preserving and strengthening the health of the younger generation is one of the urgent today. It is especially acute because of the extremely low level of the population health and demographic crisis that still persists in Ukraine [Error! Reference source not found.]. The main factors of sustainable trends towards poorer health of children and youth denied by the scientists are the informatization and intensification of the educational process in the background of the expressed psycho-emotional stress, reduction of the government attention to social problems, weakening of the government policy on preventive medicine, decrease in researches on the physical education and low physical activity.

According to scientific researches, almost 72% of the teaching time is spent by the students in the static position [**Error! Reference source not found.**]. According to the researchers s [**Error! Reference source not found.**, **Error! Reference source not found.**, **Error! Reference source not found.** et al.], it is absolutely objective to indicate catastrophic deterioration of health of Ukraine, the annual increase in the number of students assigned to the special medical group.

Unfortunately, it should be stated that there are twice less healthy first-class children than among their peers of the last century (4.7% vs 8.7%). Hence, only four out of one hundred children are considered to be healthy! This has led to the fact that in Ukraine life expectancy is 10-12 years less than in the countries of the European Union [**Error! Reference source not found.**]. Each year the number of cases of the sudden death during physical training lessons is growing in Ukrainian schools. It is noteworthy that according to medical examinations the dead students were classified and referred to the 1st health group, i.e. the basic medical group [**Error! Reference source not found.**].

The health of school children is determined to some extent by the optimally organized physical activity. So, the causes of current diseases of children and youth are reasoned not only by the lack of effectiveness of physical training lessons that compensate for only 11-13% of motor activity they need [**Error! Reference source not found.**], but non-compliance of the motor regime with the physiological requirements and violation of controlled factors of a healthy lifestyle, e.g. hardening, absence of bad habits, good nutrition. These factors affect the biological sphere of a man impairing his health, however, their regulation (compliance or non-compliance) is carried by the psychological (behavioural)

personality sphere [**Error! Reference source not found., Error! Reference source not found.**].

Certainly, physical culture plays the leading role in solving the tasks of preserving and strengthening health of the young generation, correction, restoration of disturbed functions, rehabilitation and prevention of diseases [**Error! Reference source not found.**]. However, analyzing new approaches to its development in Ukraine, it should be noted that physical activity, healthy lifestyle are virtually cut off from the personal qualities of a man. Moreover, values of a person are not considered when clarifying the problems of public health conservation and enhancement. However, physical culture of a person is inseparable from its spiritual culture and spiritual health [**Error! Reference source not found., Error! Reference source not found.**]. So, nowadays Ukrainian and foreign scientists consider a man as a syncretic system, in which there closely coexist “biological and personal as the determinants of the individual activity and social, in the sense that a person acts in the society and the society to some extent defines its motives, ideals, goals, methods for their achievements and activities” [**Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found.**].

According to A.A. Tomenko, the main reason for this limited approach to physical culture as a part of the general culture is its dual status: on the one hand, physical education is included in the educational process as an academic course, and on the other, physical culture is considered as an important part of personal development, formation of the harmoniously and comprehensively developed personality. So, education goes beyond the academic discipline and, in addition to the physical

training lessons, it provides hygienic work within the school day, independent extracurricular activities of schoolchildren [**Error! Reference source not found.**].

Another meaning of “physical culture” is revealed by I.M. Bykhovska. She emphasizes that physical culture is not direct “work with the body”, although the body-motor qualities are also a subject of interest in the defined field of science. At first, it is the “work with the spirit” of a man, his inner world, values, strengthening of the human sense of physicality in the space of society. Physicality is the external form of the inner world, identification of the independence of the individual who represents the body creating it as part of cultural activities [**Error! Reference source not found.**].

Some researchers [**Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found.**] indicate the dominance of spiritual principles in the physical culture, treat it as a means of real involving people in assimilation of cultural values in general and values of physical culture in particular, emphasize the need for the full range introduction of physical culture in general culture of both a man and society. We share the opinion that “excessive shift to motor components (physical development, physical fitness) at the expense of intellectual, social and psychological ones is one of the main reasons why physical culture does not always seem to be an urgent need for every person. There can be observed a gap in its relations with the general culture of a man, his spirituality, which greatly reduces its potential capabilities” [**Error! Reference source not found., Error! Reference source not found., Error! Reference source not found.**].

Therefore it is important to argue that “physical culture” is correlated with the priority of spirituality in the formation of body-motor skills. Like any sphere of culture, it involves primarily the work with the spiritual world of a man – world outlook, values, knowledge and skills, emotional attitude adapted to its physical organization [**Error! Reference source not found., Error! Reference source not found., Error! Reference source not found.**]. We share the view of L. Lubysheva (1991), who emphasizes that today it is not possible to find any human activity that is not related to physical culture, as physical culture and sports are the generally recognized material and spiritual values of the society as a whole and each person in particular [**Error! Reference source not found.**].

According to the cultural approach, the concept of “physical culture” characterizes a particular form of motor activity of a man. Its task is sometimes defined as the physical improvement only, but more often it includes a wider range of social and cultural problems (health, recreation, entertainment, aesthetic and moral education). Within the cultural approach to physical culture, V.I. Stoliarov interprets the term “physical education” both as social and educational activities and their results on the formation of changes, desired correction (according to the socio-cultural ideals, norms, etc.) of the body, physical condition of a man through a set of different tools, forms and methods (physical exercise, sports activities, rational regime of work and rest, natural forces etc.). The scientist notes that “for a long time physical education has been treated as targeted activities aimed to develop physical skills and motor abilities of a man. Sometimes the emphasis has been made on the need for gaining knowledge associated with these abilities. However, the authors of most modern publications believe that physical education must

not focus on the formation (education) in humans of the determined physical qualities, essential motor skills and abilities only, but also form deep knowledge about the body, means of purposeful impact on the physical condition, preservation and strengthening of health, and the relevant interests, needs, values and real behaviour (lifestyle), i.e. physical culture of the individual” [Error! Reference source not found.] (Stoliarov, 2015 p. 425).

However, these are ideal models that are far from the current realities. In Ukraine there be observed a low level of physical culture caused, according to the scientists, by shortcomings of the latter system of physical education, namely, its ideology and dehumanization [Error! Reference source not found., Error! Reference source not found.]. As one of the main disadvantages, scientists [Error! Reference source not found., Error! Reference source not found.] recognize a purely applied nature of the educational programs on physical education aimed to develop physical skills, consolidate motor skills, i.e. those things that primarily affect the human body. Ethical, intellectual, psychological, aesthetic, communicative components of the potential of physical education in shaping the spiritual value system of the individual have been practically ignored [Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found., Error! Reference source not found.]. This utilitarian approach with a focus on the motor, biological sphere of the individual only has led almost to extinction of the term “physical culture” in the Ukrainian specialized scientific literature having replaced it with the term “physical education”, and term “fitness” has become more common.

Under availability of a significant number of interpretations of the category “physical culture”, in our study we share the definition by

T.Y. Krutsevych, “Physical culture as a process is the acquisition by an individual of spiritual and material values of the society’s physical culture, knowledge, capabilities, skills of educational, developmental, health-improving, recreational activities for further use in the process of self-improvement. Physical culture as a result is a level of special education, physical and spiritual health that a person could improve due to motivation, values, perseverance, physical activity and healthy lifestyle” **[Error! Reference source not found.]**.

At first, this definition mentions the spiritual and material values formed by the society that can be used by people for the development of physical skills, improvement of health. However, such interpretation of physical culture would not be complete because it involves only the object, at which the action of values of physical culture is targeted. As a subject, an individual not only consumes these values, but he can or cannot acquire them or let them come through his personality during his activities creating new values that are important for him, e.g. to improve health, strengthen muscles, make the body stronger etc. However, such material values can be used for different purposes, i.e. for the benefit of society or against it **[Error! Reference source not found.]**.

Undoubtedly, the values of physical culture are the major determinant of physical education as academic and applied discipline that covers a set of spiritual and moral values and achieving a certain level of physical education by their pupils **[Error! Reference source not found.]**. Formation of the values of personal physical culture of youth requires appropriate conditions for the organization of physical education and definition of its meaningful status and image in the society. However, scientists have identified a very low rating of values of physical culture in the modern post-Soviet society **[Error! Reference source not found., Er-**

ror! Reference source not found.]. They focus on the lack of effectiveness of non-special physical education at the educational establishment and higher educational institutions, which does not enhance physical health [**Error! Reference source not found., Error! Reference source not found.],** physical development and physical fitness [**Error! Reference source not found., Error! Reference source not found.].** Researchers observe manifestations of physical illiteracy, lack of need for physical exercises and acquiring values of physical culture.

Physical culture of the individual includes demand-motivation, value-orientation, information, and body-motor components. They are derivatives of physical activity and realized in its practical manifestation due to meeting the diverse needs of the individual (Y.M. Nikolaev, 2006, p. 20). Each type of physical activity includes “the whole range of components” for the transition from the physical to the spiritual, which allows us to solve the issue of both physical and spiritual development of the individual, which is relevant to the scope of physical education in a single pedagogical process (Y.M. Nikolaev, 2006, p. 22).

An important argument in favour of the importance of physical culture for the comprehensive human development can be awareness of the value potential of this phenomenon.

The value aspect of physical culture is represented by a rather wide set of material and spiritual values that are specially intended for effective human physical perfection. Material values are embodied in sports facilities (stadiums, swimming pools, halls), special equipment and inventory (athletics and gymnastic apparatus, skis, balls, training equipment, etc.). Instead, spiritual values are the exercises that have been historically selected and tested in practice, based on the physical activity (sports, gymnastics, sports, tourism). In addition, spiritual values of the

physical culture include special knowledge displayed in relevant theories of physical culture and sports, various manuals, textbooks, monographs, handbooks on the achievements, and rules of competition. It is important to note that such material spiritual values are not significant by themselves and for everyone, but only as those involved in the sphere of physical activity of people. For example, a pool for a person who does not want to swim in it is unlikely to have any real value. People who are involved in physical culture acquire such values, use them for the benefit and develop them if it is possible [**Error! Reference source not found.**].

V.M. Vydrin, Y.F. Kuramshyn, Y.M. Nikolaev (1996) have noted that the activities in the field of physical culture are associated with the processes of cognition, creation of knowledge and consolidation of values in the form of specific values. Confirming this, L.I. Lubysheva (1998) argues that physical education is a social factor of targeted impact on the process of human physical perfection, which ensures a controlled development of vital physical skills and abilities. Physical education is one of the forms of directed functioning of physical training in society, in particular an organized pedagogical process for transfer and assimilation of values. So, the terms “physical development”, “physical education” and “physical culture training” should be differentiated. The first one is an objective process that occurs in humans, the second one is an active impact of a man on this process, and the third one is the directed process of involving people in all values of physical culture [**Error! Reference source not found.**].

A specific objective of “physical culture training” is the impact on the personality formation, including one of its sides, namely physical culture. If the definition of “physical” traditionally makes emphasis on motor, biological, the adjective “physical culture training” that is partly con-

sonant with the word culture means education through culture, through the development of value potential of physical culture [**Error! Reference source not found.**]. The culture of life conditions provides formation of the motor activity, which facilitates the development of physical culture of an individual [**Error! Reference source not found.**].

It should be noted that the physical culture training implements “... the principle of unity of motor, intellectual, social and psychological in the process of formation of physical culture of the individual”.

It defines the purpose of physical culture, namely, “inclusive and comprehensive development of human physical and spiritual abilities in terms of formation of physical culture of an individual – self-realization of a man in terms of the development of rights on their own spiritual and physical abilities with the help of physical activity, acquisition of other values of physical culture” (V.K. Balsevych, L.I. Lubysheva 2003). So, as emphasized by researchers, physical culture is “not only education [**Error! Reference source not found.**], physical culture is an independent activity which goes beyond training and education” (V.D. Honcharov, 1998, p. 43).

The issue of the importance of understanding the physical culture from the standpoint of philosophical positions, analysis of philosophical level of its methodology in semantic terms are still relevant (Y.M. Nikolaev, 2004, p. 4) [**Error! Reference source not found.**]. Modern scholars offer to consider physical education in schools as one of the major subjects of the curriculum that aims at the formation of specialized knowledge and skills on the use of physical training for optimum life activities, physical and intellectual improvement. Scientists point to the need to provide students with knowledge about the benefits of mastering motor skills and skills for applying this knowledge [**Error! Reference**

source not found.]. At the same time, it is appropriate to take into account the specifics of physical education, according to which information becomes a motivated incentive to physical exercising, use of the natural factors and formation of such a way of life that contribute to the achievement of personal and social goals. The criterion of effectiveness of the process should be the level of health, physical capacity and social capacity of adolescents [**Error! Reference source not found.].**

1.2. Definition of the problem field of gender approach in the system of physical education of different groups of the population.

Considering the problems of physical education of youth through a gender paradigm, Ukrainian and foreign scientists emphasize the relationship of the gender and personally oriented approaches as a basis of humanization of the teaching and educational process [40].

Nowadays, the main task of our country is to preserve the gene pool of the nation. Physical education promotes both physical and mental health of young people through the systematic specially organized motor activity that is the conscious motor activity. Human activity is performed through the formation of a goal (motive), selection of tools, process of activity and business results. In the literature there are data that motivation of boys and girls' activity is different (R.Yeynberh, O. Gould, 2001, E.P. Ilyin, 2010, T.Y. Krutsevych, 2012). The formation of motivation is influenced by various factors (internal and external) and research of limiting and stimulating factors to motivation for physical activity and adherence of schoolchildren and students to healthy lifestyle factors will enable to identify organizational and methodological conditions to involve more children, adolescents and young people in the systematic physical training and sports.

Despite the fact that gender related issues refer to new areas of scientific knowledge and slowly encompasses academic environment, there is enough scientific and educational literature, which, due to its urgency, can be used by us as the scientific basis of modern research in the field of the problem that is being studied.

Thus, making analysis of scientific and educational literature, in our scientific research we rely both on achievements in the field of physical culture, pedagogy and psychology in the context of the organization of education and upbringing of children, adolescents and young people in the course of their gender socialization and on the contemporary gender theories that reveal a range of issues related to the implementation of gender equality in society in general and youth in particular.

Today, gender issues have received a relatively small distribution in the field of physical culture and sports: this aspect is almost no mentioned in the new programs and textbooks of secondary and higher education in the field of physical education and sports, there can rare include special courses in schools and universities.

However, the need for the development and dissemination of gender issues in the field of physical education and sports cannot be ignored without risking not being a professional teacher, administrator or scientist. The inclusion of a gender issues in the content of humanitarian courses complies with the current level of education [83].

As for the objectives of our study, the most interesting of them in the applied terms are the ideas of complex, i.e. gender approach to physical education of children, adolescents and young people, formation of physical culture, characteristics and criteria of its evaluation by the components (educational, motivational, physical) to improve their physical and mental health, which is essential for the preservation of the gene pool of Ukraine.

The problem of preserving and strengthening the health of the younger generation has been and remains one of the current issues in modern society. According to the Law of Ukraine “On Physical Culture and Sports” (2009), human health is considered to be a priority direction of the state policy. In addition, new regulations prepared by the Administration of the President of Ukraine and the Cabinet of Ministers of Ukraine have clearly established key points of the future of physical education of children and young people, namely the Decree of the President of Ukraine adopted on October 13, 2015 № 580/2015 “On Strategy of Civil Education of Children and Youth in 2016-2020”; the Decree of the Cabinet of Ministers of Ukraine “On approval of the Annual Assessment of Physical Capabilities of the Population of Ukraine” adopted on December 9, 2015 № 1045; the Decree of the President of Ukraine №42/2016 “On the National Strategy for Improving Motor Activity in Ukraine in 2025 “ Motor Activity – Healthy Living –Healthy Nation”. This National Strategy is intended to meet the Strategy for Sustainable Development “Ukraine – 2020” in order to create conditions for improving motor activity and healthy lifestyles for the formation of public health as the highest social value in the state.

According to researchers, the main causes of steady worsening of health of the younger generation are informatization and intensification of the educational process on a background of a clear emotional stress, reduced attention to social problems, weakening of the state policy in the field of preventive medicine, curtailing of researchers, and especially low physical activity. According to researches, young people who study at schools and universities spend 72% of the academic time in a static position [87].

Because of this, a lot of modern scientific publications [87, 60, 32] objectively highlight critical deterioration of health in Ukraine, the annual in-

crease in the number of students assigned to special medical group. Today, there are twice less healthy children among the current first-year school children compared to their peers in the last century (4.7% vs 8.7%).

The health of pupils is largely determined by optimally organized physical activity. Obviously, the current state of health of pupils is not reasoned only by insufficient effectiveness of physical training lessons that compensate for only 11-13% of the required motor activity of schoolchildren.

According to scientists, one of the reasons is the incompliance of the motor regime with physiological norms and breaking of the controlled factors of a healthy lifestyle (hardening, no bad habits, nutrition) [69].

These factors affect the biological sphere of the individual worsening her health but their regulation (compliance or non-compliance) is carried out by the psychological (behavioural) sphere of the individual [31, 72].

So, the ways for enhancing the efficiency of the educational and training process must be searched in the methodological principles of construction. The principle of consciousness and activity is grounded on the motivational components of behaviour of the individual, which are based on value orientations. When considering physical activity as the main form of physical training, there appears a contradiction, because biological human potential can be realized only in the case of availability of stimuli of the social origin [10].

Another principle that influences the effectiveness of training and education is a differentiated approach based on the individual features of the individual. In the process of physical education at school, the main individual characteristic of the child, namely his gender, which is based on gender differentiation only in high school, is considered.

The authors note that mixed education and training in schools can be called asexual because sex and personal identity of young people, especially boys, has been disappearing from the educational establishments for several generations [8]. The result is inhibition and neutralization of male traits in boys and female traits in girls that adversely affects the health, including the reproductive function of youth. Therefore, scientists pay attention to gender differentiation in the education and training of the younger generation as a factor of human preservation at the population level [97].

A system analysis of the global scientific knowledge and international experience on the study of gender issues reveals some theoretical elaborations covering this process.

Works that have included the concept of “gender”, “gender analysis”, “gender perspective”, “gender identity”, “gender specialization” and others have started to appear in the foreign psychology since the 60-70th of the last century and in the national psychology since the 90s.

Gender studies, which are based on the data of natural and humanitarian sciences that study an individual, have defined that the development of mental skills, behaviour means does not have strict biological principles. Recognition of personal sex assignment and formation of gender identity of the individual is one of the directions of socialization [84].

Modern researches conducted by I.V. Yevstihneieva (2012) have proved that the main criteria of gender education of schoolchildren in the process of physical education is cognitive, emotional values, motivation and behaviour. O.V. Fashchuk (2011) has examined the features of adolescent attitude to physical training lesson considering gender identity. H.F. Dulmuhametova (2011) has proved the existence of barriers for the implementation of sexual differentiation in teaching younger pupils in the educational process. While analysing the studies on gender differentiation and

socialization in sports, A.S. Damadaieva (2012) has not revealed any common patterns. The article emphasizes that the critical and analytical review of scientific studies proves a rather low level of investigation of the problems of gender psychology within sports activities. V.I. Lukashchuk (2012) notes that sport as an activity forms the androgenic type of personality in women and leads to increased masculinity in men.

Researches conducted by numerous scientists have been limited to specific school age periods only [109], they considered the content of the physical education programs for secondary schools paying attention to different physical activity of boys and girls, as well as their different motivation for the lessons, which could be a precondition for segregation lessons during physical training lessons. B. Murphy, R.A. Dionigi, C. Litchfield (2014) emphasize the importance of knowledge about the gender characteristics of students in the training of teachers of physical education.

Gender characteristics in choosing sports, manifestation of psychophysical and motor abilities of boys and girls were studied by M. Slingerland, L. Haerens, G. Cardon, L. Borghouts, (2014), B. Antala, V. Dancikova (2012), Wenchao. Li, (2013), E. Miloshova, (2012), J. Sedlacek, P. Jankovsky, M. Zvonar, (2012), S. Stavrev, V. Tsvetkov, (2012).

According to foreign [17] and domestic scholars [40], the issue of the use of the terms “gender” and “sex” has not found its solution yet, therefore they use these terms as synonyms. Nowadays, under such aspect of scientific research, inconsistency in the use of certain terms and concepts is obvious leading to chaos in the interpretations, which does not enhance the efficiency of the practical implementation of the theoretical research.

The authors note that the issues of gender differentiation are especially acute in relation to the action. The program of physical education in schools is targeted at the average child and involves the development only

within the test standards for boys and girls and does not consider the gender-based approach to the formation of an individual that can deform the development process and adversely affect their health [97].

The research conducted by D.V. Kolesov (2000) has denied the opinion of the German psychologist Moles about the “neutrality” of childhood. Studying the ratio of male (testosterone) and female (estradiol) sex hormones in 3-21-year old individuals, he came to the conclusion that the nature of sex assignment had already been formed during the period of fetal development. It is confirmed by the studies of other authors [17, 15].

In the works on the sociology of physical culture, the influence of sport on the personality of a sportsman, issues of socio-psychological adaptation can be found [66, 83, 2007, 40, 41]. The work by A.L. Vorozhbytova (2008) presents a gender approach in the professional activity of a specialist working in the field of physical education.

Gender approach in the education and upbringing is examined in the works of such researchers as M.M. Kuindgi and Y.D. Laponova (2005), N.V. Kozlovska (2006), S.A. Chubarova (2007), V.D. Yeremeieva (2008), L.V. Tarasenko (2007).

Differences in the manifestation of motives of the interests of schoolchildren in the field of physical culture and sports are shown in the works by H.V. Bezverkhovna (2010), T.Y. Krutsevych (2013), N. Kunashenko (2010), N. Sainchuk (2010).

Physical education of children and youth is grounded on the sexual dimorphism that is based on the biological differences between men and women. To identify psycho-social and socio-cultural roles of men and women, scientists use the terms “gender” and “gender differences”. However, according to foreign [17] and domestic [41] scholars, the use of the terms “gender” and “sex” has not found its solution yet. Physical education

programs at secondary schools are intended for the average child and involve a difference only in the test standards for boys and girls. The lack of a gender approach to the formation of the personality can both deform the process of their physical development and adversely affect their physical health.

The basic hypothesis of our project is that physical education of children and youth should involve both a biological approach based on sexual dimorphism, which leads to differentiation of physical activity and standards of physical fitness, and a gender approach, which, according to many scientists, suggests that the difference in behavior, perception, value orientations of men and women is determined not just by physiological features but socialization mechanisms, upbringing and cultural traditions of the region of residence.

The novelty of our study is the complexity of research aimed at determining the indicators of physical condition, motivational sphere, psychological sex of children, adolescents and young people in the age aspect, determining the relationship between these indicators, determining the factors that affect the formation of the individual physical culture of the younger generation.

Thus, the lack of philosophical and integrative knowledge about the gender approach in physical education does not allow us to formulate and substantiate a coherent model of the educational process of physical education in the secondary school and a higher educational institution that takes into account the age peculiarities of the formation of values and motivational priorities for children, adolescents and youth in the field of physical culture.

There appears a problem of the development of the model of components of the individual physical culture of adolescents and youth with evaluation criteria for different age and sex groups.

First of all, it is the issue of the need for fundamentally new views of the role and place of the gender approach in physical education in a modern society taking into account limiting and stimulating factors of motivation for systematic motor activity of various gender groups, gender differentiation in the formation of the axiological significance of personal physical culture and the differentiation of means and methods of physical education based on sexual dimorphism without confining by the traditional notions of “sex”, “gender”, and “gender approach”.

Despite a widespread use of the latter in various areas of social knowledge, they still have not obtained a consistent and generally accepted interpretation, which, in the end, indicates an insufficient level of development of this scientific direction. New knowledge in the field of physical culture and sports, which will be supplemented by the concept of structural and functional approaches in the physical education of youth with the definition of priority directions of the directed influence of the gender approach to the formation of the demand-motivational sphere and sexual dimorphism in differentiation of physical activity during exercises, are required. This knowledge and practical recommendations can contribute to a greater involvement of young people in the systematic physical exercises, both within the framework of classes and extra-curricular physical training activities, which will positively influence the increase of the level of physical fitness and physical health of young people of the military age and will contribute to the preservation of the gene pool of the Ukrainian nation.

Based on the foregoing, we outline the following areas of our research, which we consider to be most significant for the analysis of the problem under study:

- literature that examines the issues of gender relations, reveals the gender asymmetry of society and raises the question of promoting a gender approach in the physical education of children, adolescents and youth, which in the context of our study serves as the main ideological principle that involves fundamental changes in the organization of the system of physical education and requires the formation of a new approach to the physical education of youth;

- sources relating to the study of the essence and characteristics of gender socialization and the key issues that arise in its process (gender identity of the individual, the role of agents of socialization in its formation);

- gender stereotypes and beliefs of the participants of the socialization process, the influence of the institutions of socialization on their formation; methods and mechanisms of gender socialization, their promotion of gender differentiation and stratification);

- scientific developments related to the specifics and problems of organization of the gender approach and gender education of children, adolescents and youth.

1.3. Gender features of formation of the needs, motivations, interests, value orientations of children and adolescents in the field of physical culture and sports

In recent years, our scientists have made a significant breakthrough

in the field of theoretical understanding of gender issues. There have already been accumulated a large fund of scientific knowledge in philosophy, history, sociology, psychology, law, linguistics, etc. Considering the problems of physical education of young people through the prism of gender, Ukrainian and foreign scientists emphasize the relationship of the gender and personally-centered approach as the basis of humanization of the educational process. It should be noted that gender issues in the field of physical culture and sports are not widely-spread today: they are almost not mentioned in the new programs and textbooks for secondary and higher education, there are rare special courses in schools and universities. The issue of gender can no longer be ignored without the risk of being a non-professional teacher, administrator or researcher. Their inclusion in the content of humanitarian courses meets the requirements of modern education.

Successful gender studies have facilitated extrapolation of the principles of genderology and other scientific disciplines, e.g. sociology, history, linguistics, psychology, pedagogy, cultural studies and physical education, which is considered to be one of the most appropriate areas for the implementation of the gender approach due to the nature of unity of the physical and spiritual [**Error! Reference source not found.**]. In particular, A.L. Vorozhbytova rightly notes that in the theory of physical culture the opposition of male – female can be clearly traced through the specific object of study: athletic achievements are always differentiated by the physical capabilities of both sexes that are fixed in the system of norms and grades. The theory of physical education, like any other humanitarian discipline always considers the natural foundations of gender differences and physicality is an important manifestation of human potential. This allows you to create a new information field associated with

the development of the category “gender” based on the material of physical training [**Error! Reference source not found.**].

For decades experts in physical education have been studying the needs, motives and interests in the physical culture of different groups of peoples. However, in the context of our study, these concepts should be considered as components of the system of value orientations of the individual, which determine the formation of physical culture and human society.

The fact that men differ from women both by their physiological characteristics and a number of psychological traits has been known at the level of everyday consciousness for a long time. Today, in the world there are many works in which authors write about the presence of sex differences in various areas of human ontogenesis. In the works on the psychology of sex differences I.V. Hroshev has emphasized, “Acquired demands and expectations that society expects from male and female determine sex differences in the personal value system, formation of the world outlook” [**Error! Reference source not found.**].

Analyzing researches of the outstanding scientists, E.P. Ilyin has revealed a number of differences in the significance of certain values for men and women. However, the researcher stresses the contradictions of the obtained results. Thus, according to A.I. Penkov (2000), the girls value first of all the material status, while spiritual values and creativity do not have such value. Scientists E.F. Rybalko and N.G. Krohyus (1998) argue that the girls of high school rank first the “security of the family and close relatives” [**Error! Reference source not found.**].

A significant influence of the age and life experience on the value orientation of men and women is reflected in the work by Ihnatieva (2001). Thus, while the boys rank first health among terminal values,

then interesting work, friends, love, the adult men rank first public recognition and then health. While the girls rank first love, then friends and financial security, health and happy family life, the adult women value first of all “financial security”, then freedom and their own health. A.A. Ichnatieva has also outlined gender and age peculiarities of the instrumental values among boys and girls, men and women. While the boys rank first vitality, then education, independence, and strong will, the adult men give preference to education, then goes independence and vitality. Girls value cheerfulness, then education and independence, while the main instrumental values of women are independence, then high demands, education and cheerfulness [**Error! Reference source not found.**].

Better understanding of the reasons that stimulate the activity of the individual in the field of physical culture requires the analysis of the needs, motives and attitudes of both male and female [**Error! Reference source not found.**]. Let us refer to the results of reputable scientific studies on this issue.

So, according to S. S. Rodomanova, gender differences in the field of physical culture and sports among young people are in the following positions. First, the girls are less confident than boys, they feel less socially protected. Secondly, girls are more likely to feel the pressure of the social image of physicality. Among respondents who are dissatisfied with their physical fitness, the girls are twice as many, but their number is significantly smaller than the number of young men who are actively engaged in sports or physical training. These differences reveal gender asymmetries in the field of physical culture and student sports. In fact, it repeats and preserves the tendencies inherent in the European culture as a whole [**Error! Reference source not found.**].

According to the observations by E. P. Ilyin, the need for motor activity in boys is higher than in girls. Moreover, at the physical training lessons, having distinguished the students of 1-11 grades by high, medium and low degree of motor activity, he revealed high activity among boys and low activity among girls [**Error! Reference source not found.**]. As shown by I.V. Hroshev, the positive attitude of students to sports is getting somewhat diminished while they are getting older, but not significantly, which gives the right to argue for a stable interest in sports during the entire period of study [77].

Most psychologists who study the genesis of the psychological sex note that sex-and-role preferences form in the second year of life. Undoubtedly, these preferences evolve significantly and deepen in the representatives of both male and female while they are getting older. The motives and objectives of young men are more targeted at the development of physical qualities, which corresponds to the choice of power sports, while the girls tend to correct their figures, which makes them choose mainly women's sports, e.g. aerobics. However, some girls have a desire to protect and assert themselves with the help of martial arts [**Error! Reference source not found.**].

According to E. P. Ilyin, at physical training lessons only 40% of schoolchildren are carefully and purposefully engaged in physical exercises or certain sports having a wish to get a good physical development. In this case, the boys treat it as the development of motor qualities, while girls consider it as the improvement of their appearance, e.g. figures, posture, moves, etc. Similarly, in the study of motives for physical training and sports, some differences between men and women are revealed. Men are more active at physical training lessons than women. In addition, they

devote more time to physical exercises [**Error! Reference source not found.**].

Studying the peculiarities of student sports, S.S. Rodomanova argues that in the field of student sports there have been identified some gender differences in adults, e.g. women are less actively engaged in sports than men, while their dissatisfaction with their physical condition is twice higher than men [**Error! Reference source not found.**].

A significant role in the system of motivation for physical training is played by the need for social recognition. According to Romodanova, it is the motive for sports activity for more men (27.6%) than for women (11.9%). A significant number of respondents (65.5% of men and 69% of women) think that recognition is important, but it is not the main motive. 6.9% of men and 19% of women argue that recognition is not important at all. So, such indicators reveal that the degree of desire to be recognized by the society is higher in men than in women [**Error! Reference source not found.**].

Scientists have proved that masculinity, androgyny, femininity as psychological characteristics of a person are formed in the process of socialization in accordance with normative constructs for boys and girls, and their manifestation is an important component of the gender identity of the individual. Let us consider the main agents of socialization, which are paid much attention to by the pedagogues, teachers, trainers, psychologists, educators, as well as how they influence the formation of gender identity of boys and girls. Scientists emphasize that gender socialization, in the course of which the formation of a gender identity of the individual occurs, lasts throughout human life. However, school age is the most active period of socialization of boys and girls. This is caused, on the one hand, by the sexual maturation and the associated formation of

a sexual role, and, on the other hand, by the understanding of the individual “I” and the process of development of self-consciousness. Researchers believe that the agents of socialization are the family, parents, school, friends, peers, the media. In our opinion, physical culture, sports, tourism and recreation are undoubtedly one of the essential means of gender socialization of schoolchildren. The timeliness and completeness of formation of psychological features of manhood and femininity largely affect self-confidence, integrity of experiences, certainty of attitudes, which will affect the effectiveness of communication with people, relationships in the family and the team in the future. We fully agree with the scientists that biological sex of the individual is the basis of the gender identity. A person perceives, assimilates, constructs his or her own gender identity on the basis of belonging to a male or female. In addition to the biological foundation of the gender identity, there are intraorized psychological features like masculinity, femininity or androgynity, which are formed in accordance with the sociocultural norms of society [**Error! Reference source not found.**].

Variability of approaches, but at the same time a certain crisis in the development of the gender theory, indicates its rate of development and theoretical depth. The gender approach, as noted by genderologists, is overcoming the most fundamental opposition, that is the opposition of biological sexes, which can be traced in the social, political, economic, cultural, and all other spheres of human life (Introduction to Gender Studies. – M., 2005. – P. 23).

L.V. Shtyleva interprets the gender approach as follows, “... this is only a partial case of the use of modern scientific theory for the modernization of a particular direction of social practice” [**Error! Reference source not found.**].

Consequently, implementation of the gender approach in the theory and methodology of physical education provides opportunities for reconsideration of the concepts of physical education, but at the same time it is necessary to understand that it is not just a new theory, but a theory, which implies the necessity to change value orientations and reconsider the established ideas about the theme studied. Thus, the analysis of the above-mentioned sources, which is rather brief but rich in facts, gives us the right to assume that in the process of physical education and sports it is necessary to take into account primarily sexual dimorphism, which causes the use of adequate physical activity for girls and boys. Therefore, we agree with those authors who believe that sex is a biological feature, and gender is a construct of culture that enables to mark and regulate manifestation of certain biological features of a person in the system of social relations. Therefore, formation of the values of physical culture may depend on the gender characteristics of boys and girls, which defines the relevance of our research.

CHAPTER 4

IMPROVING STRATEGY FOR SUSTAINABLE DEVELOPMENT OF RECREATION AND TOURISM IN UKRAINE

4.1. The essence and importance of the sustainable development of recreation and tourism

Sustainable tourism is based on the doctrine of sustainable development, which aims to replace the relationship between man and nature to expand opportunities for economic growth and the creation of a

coordinated global strategy of survival, focusing on conservation and restoration of natural communities on the scale necessary to return to the limits of economic capacity of the biosphere. Some doctrine constitute a set of ideas, policies and tenets of various sciences, which formed the basis of UN documents as the "agenda for the XXI century", climate change, combating poverty and others. Sustainable development involves the economic, social and environmental problems. Development will be sustainable only if equilibrium is reached between the various factors that contribute to overall quality of life.

1. Restoration and continuance in the right amount and necessary area of natural ecosystems and their ability to reproduce.

2. Providing while advancing the solution of problems: economic, social, demographic and spiritual development.

3. Harmonization in the economic development of the economic capacity of ecosystems.

At the heart of the Doctrine of sustainable development is the concept of sustainable development, based on principles: sustainability of development processes, harmony of human development and social justice. The set of sustainable development indicators characteristic defines quantitative and qualitative parameters and forms of scientific and theoretical background for harmonious economic development of national and world economy. As defined by the UN key indicators can be grouped into 14 chapters: poverty, governance, health, education, demography, natural disasters, atmosphere, land, sea water, fresh water, economic development, global economic cooperation, consumption and production [2]. The sustainability of tourism development is a component of national economies. Tourism as a sector of the economy is in a complex interaction with the environment and so today, the task of further development of

tourism is to reduce the negative environmental impact (pollution from sewage, waste, emissions of air transport, erosion of beaches due to alignment of the coastal area, the impact on the culture of local residents, loss of historical and architectural heritage, employment of minors, etc.). Governments must be adopted restrictions and regulations to minimize these negative effects. Tourism should be developed so as to benefit the local population, strengthen the economy of the host country, creating new jobs. Tourism industry has great potential, which allows you to make a constructive contribution to the sustainable development of countries and regions, the task of further development of tourism is to reduce the negative environmental impact (pollution from sewage, waste, emissions of air transport, erosion of beaches due to alignment of the coastal area, the impact on the culture of local residents, loss of historical and architectural heritage, employment of minors, etc.). Governments must be adopted restrictions and regulations to minimize these negative effects. Tourism should be developed so as to benefit the local population, strengthen the economy of the host country, creating new jobs. Tourism industry has great potential, which allows you to make a constructive contribution to the sustainable development of countries and regions, the task of further development of tourism is to reduce the negative environmental impact (pollution from sewage, waste, emissions of air transport, erosion of beaches due to alignment of the coastal area, the impact on the culture of local residents, loss of historical and architectural heritage, employment of minors, etc.). Governments must be adopted restrictions and regulations to minimize these negative effects. Tourism should be developed so as to benefit the local population, strengthen the economy of the host country, creating new jobs. Tourism industry has great potential, which allows you to make a constructive contribution to the sustainable development of

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In connection with this problem occurs methodological research potential regional links with the environment, the solution of which can promote the goal of improving management them for sustainable tourism. However, to date the problems of determining the relationships between different potentials and management of their properties has not been given sufficient attention.

Considering the structure of the potential of the region used in the field of tourism, should be allocated among them the key. Key capabilities include those forming and development which can provide sustainable operation and development of the region. These potentials are influenced by capacity needs, which dictates the degree of use of potential opportunities. The structure of total tourist potential of tourism development is shown in rys.4.1.

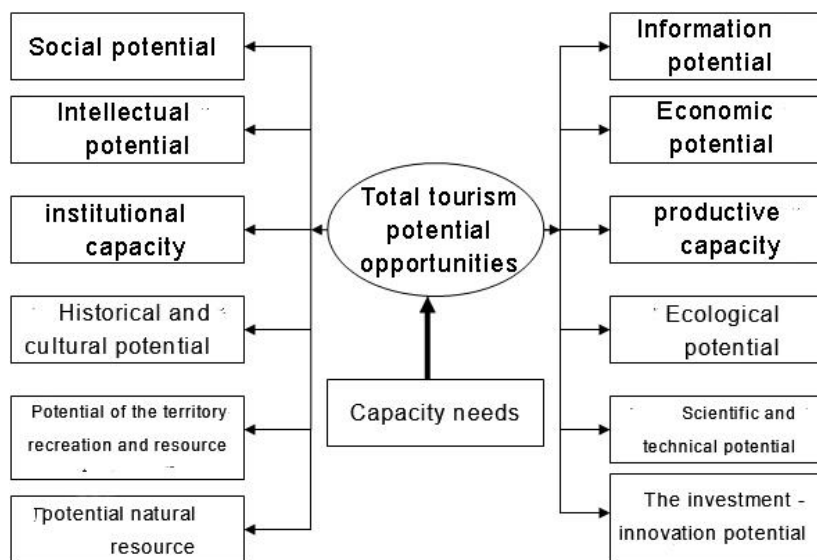


Fig.4.1. The structure of total tourist potential of tourism

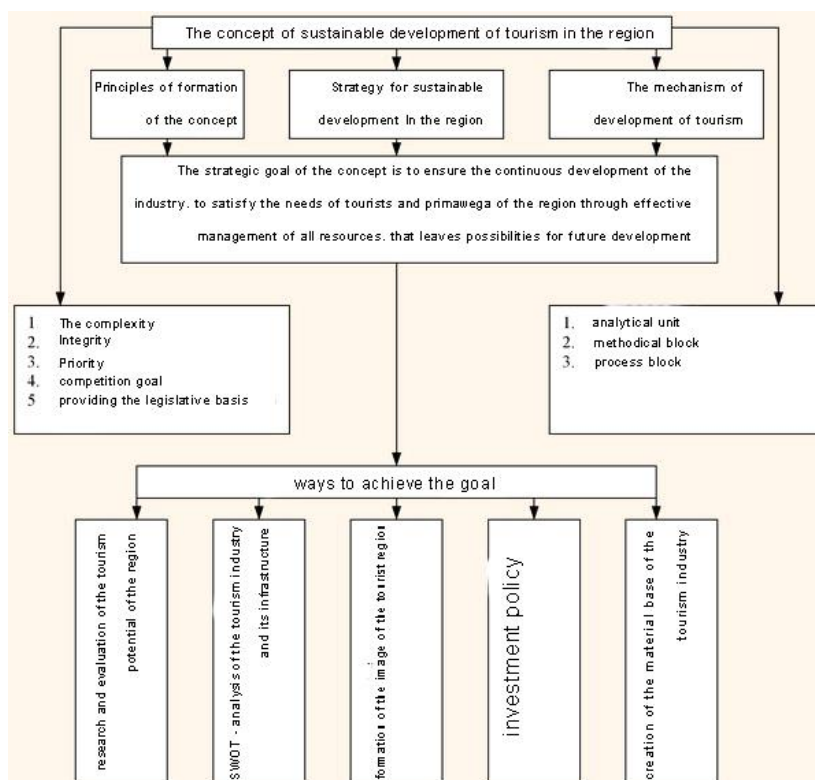
Presented in Figure 1 for regional potentials for tourism development is not complete, because their number depends on the goals, methods of and achieve the necessary resources. Exactly potential needs of the source and the driving force of tourism in the region, it should be focused all other potentials. Obviously, the central element that creates the overall capacity needs are tourists . Executed analysis of potential operation and development of tourism gives rise to present the region as the sum of its potential and identify the subject management tourism. In our view, the subject of tourism management properties is a potential connection

between them directions for their use. Arguably, the potential of the region - a system concept. Sustainable tourism - is consciously supported the development, which is why the role of the state as soon as it is able to develop a strategic framework planning of the tourism industry. The feasibility of the transition to the implementation of sustainable development strategies Ukraine defined as internal factors and external related to the European aspirations of Ukraine and the need for compliance with international obligations of Ukraine. Against the backdrop of increased competition in the international tourism market, global trends to strengthen the role of states in the sustainable development of tourism, national domestic tourism product becomes less attractive and competitive. As a result, the tourism and resorts in the state is unable to ensure the full implementation of economic, social and humanitarian functions, is not conducive to preservation of the environment and cultural heritage, create jobs, increase the share of services in the VVP. For overcome these negative phenomena in Ukraine.

At the heart of the Doctrine of sustainable development is the concept of sustainable development, based on principles: sustainability of development processes, harmony of human development and social justice. The strategic goal is to develop the concept prioritization of the industry that provides social and economic development of the region. Ways to achieve this

- research and evaluation of tourism potential of the region;
- SWOT-analysis of the tourism industry and its infrastructure;
- formation of tourist image of the region;
- innovation and investment policies;
- the creation of material base of the industry.

Key components of sustainable development of tourism in the region shown in Fig. 1. Based on studies on sustainable tourism development and learning experience of countries proposed a set of methodological principles and approaches to the structure and content of sustainable development of tourism in the region. These include: comprehensiveness and integrity priority, concrete objectives, security legal framework



Rys.4.2. The concept of sustainable tourism in the region

The principle of comprehensiveness and integrity of the concept of sustainable tourism in the region provides,

Firstly, an i integrated approach as a framework for implementing regional policy of socio-economic development, the definition of investment priorities or funding for economic reforms through investment approach to socio-economic sphere, all the elements are interconnected. It provides for inclusion in the policy of socio-economic development not only of production - technological aspects, but also social. The composition

of elements of the regional policy of socio-economic development, including the development of sustainable tourism in the region must include scientific, technical, investment and innovative programs, training and retraining, social security workers.

Second, the coordination and interaction between the two components of policy - structural and investment. This relationship provides all directions and mechanisms of regional policy of socio-economic development. In the current context of limited resources essential in regional policy sustainable development of tourism has a its principle as a priority

The main obstacles to the development of tourism in the region is the economic, political and social instability. However, the development of sustainable tourism development in the region could increase much more inflow of tourists to the region, thus ensure the development of the sector and socio-economic development of the region. In the development of sustainable tourism development in the region in order to achieve optimal results it is important to consider the advantages and disadvantages of the region, as well as opportunities and consumer-tourist product. Given these circumstances will correctly identify development priorities, the forms and methods of attracting investment and assess their volumes. For the realization of sustainable development of the industry greatly affects the overall economy of the region and type of existing production recovery

The next element of sustainable development of tourism in the region - a strategy for sustainable tourism development. The strategy should be based on priorities of industry-specific economic development of the region and its natural and recreational potential. The strategy proposed has a purpose, which consists in changing the sectoral structure of economic complex of the region and provides for the allocation of sectoral priorities

for funding in the long term stages. Long term is not accidental. Sustainable tourism development strategies discussed in a one-off measure, as long as the doctrine of incorporation tourism regions in the global economic system as equal partners. In forming the concept of sustainable tourism development in the region and taken into account that the economy in many regions of Ukraine has a diverse character. The concept of sustainable tourism in the region includes a mechanism to ensure the industry. Tourism development policy is part of the business entity mechanism in the region, which can identify the main elements and link mechanism to ensure the development of tourism.

The sustainability of tourism development is part of the national economies of Tourism as a sector of the economy is in a complex interaction with the environment and so today, the task of further development of tourism is to reduce the negative environmental impact (pollution from sewage, waste, emissions of air transport, erosion of beaches due alignment of the coastal area, the impact on the culture of local people, loss of historical and architectural heritage, employment of minors, etc.). Governments must be adopted restrictions and regulations to minimize these negative effects. Tourism should be developed so as to benefit the local population, strengthen the economy of the host country, creating new jobs. Tourism industry has great potential,

Sustainable tourism - is consciously supported the development, which is why the role of the state as soon as it is able to develop a strategic framework planning of the tourism industry. The feasibility of the transition to the implementation of sustainable development strategies Ukraine defined as internal factors and external related to the European aspirations of Ukraine and the need for compliance with international obligations of Ukraine.

Against the backdrop of increased competition in the international tourism market, global trends to strengthen the role of states in the sustainable development of tourism, national domestic tourism product becomes less attractive and competitive. As a result, the tourism and resorts in the state is unable to ensure the full implementation of economic, social and humanitarian functions, is not conducive to preservation of the environment and cultural heritage, create jobs, increase the share of services in GDP structure. To overcome these negative phenomena in Ukraine developed a strategy for sustainable development of tourism and resorts, which aims to improve the quality of life; protection of national interests of Ukraine in the field of tourism; the formation of a competitive national tourist product in the domestic and international markets based on rational use of tourism resources, preservation of historical and cultural heritage and ethnic characteristics of the Ukrainian people; creating conditions for tourism product consumption; Values assigned by the Constitution of Ukraine rights to rest, freedom of movement, employment, health care, a safe and healthy environment, spiritual needs and other rights in the implementation of tourist travel and leisure tourism activities; improving the legal, institutional and socio-economic principles of realization of state policy of Ukraine in the field of tourism resorts and activities in the context of globalization and European integration of social processes. Ago, according to the Strategy of sustainable development of tourism and resorts in Ukraine, the priorities of sustainable development of tourism and resorts are: formation of a competitive national tourist product; development of human resources for tourism; saving potential tourism resources, the formation area of high tourist appeal in order to ensure efficient and effective use of tourism resources; formation of information space tourism; a unified system of marketing in tourism; deepening

international cooperation for sustainable development of tourism forming area of high tourist appeal in order to ensure efficient and effective use of tourism resources; formation of information space tourism; a unified system of marketing in tourism; deepening international cooperation for sustainable development of tourism forming area of high tourist appeal in order to ensure efficient and effective use of tourism resources; formation of information space tourism; a unified system of marketing in tourism; deepening international cooperation for sustainable development of tourism

The concept of sustainable development is based on five main principles:

1. Mankind can really provide sustainable and long-term nature, in order to match the needs of people living now, without losing the ability of future generations to meet their needs.

2. The restrictions that exist in the exploitation of natural resources relative. They are related to the current level of technology and social organization, and the ability of the biosphere to heal itself.

3. It is necessary to satisfy the basic needs of all people and all provide the opportunity to realize their hopes for a rosier life. Without this steady and long-term development is simply impossible. One of the main causes of environmental and other disasters - poverty that have become common in the world.

4. It is necessary to establish the state of life of those who use excessive means (financial and material), the environmental capacity of the planet, particularly regarding the use of energy.

5. The size and growth of the population shall be consistent with global production capacity of the ecosystem of the Earth is changing.

4.2. The current strategy of sustainable development of recreation and tourism "Ukraine 2020"

Sustainable tourism - a stable coexistence of mankind and nature. At the beginning of 2014 Ukraine has entered a phase of reforming the old system, someone approves the changes, someone criticizes. But surely you can specify an existing plan that determines the direction and priorities of Ukraine till 2020. The plan called Strategy for Sustainable Development "Ukraine-2020", which was presented September 25, 2014 President of Ukraine Poroshenko. Development Strategy began in July 2014 with the

invitation to the public to give their suggestions on vision development. A December 24, 2014 at its first meeting approved the Strategy National Council reform, which is a special advisory body of the President of Ukraine on strategic planning, coordination of positions on implementation in Ukraine of a single state policy reforms and their implementation. «Strategy 2020» covers social and humanitarian aspects: the aim is to Ukrainian living longer, trust courts proud of Ukraine, and young people know two or more languages. To bring all this to life Ukraine will have to exert all efforts, at the same time, economists noted that some indicators, the example of doubling GDP, reduction of public debt (from 67 to 60% of annual GDP) and entering the top 20 with ease business - is unrealistic expectations in terms of military conflict in the east of the state. Consequently, it must be said that the strategy was adopted in the most difficult period of our country. By their nature, "Strategy 2020" is an important reference potential changes in Ukraine, but in the implementation of certain tasks it is some resistance from the population and the authorities. However, the current use of natural resources Ukraine, including tourism, suffers from excessive anthropogenic load. It still has the imprint of past trends that have developed through the intensive use of natural resources. The concept of sustainable tourism development provides the tools and the ability to define a model of sustainable economic development that develops without asking questions about value priorities of today and tomorrow. "Strategy for sustainable tourism development should be based on the following principles:

- rational use and protection of natural resources;
- benign environmental conservation;
- legality in the implementation of tourism;

- to balance private and public interests in tourism resorts and activities;

- free development of entrepreneurship in the tourism sector in compliance with the limits loads;

- the balance of all the constituent elements of sustainable tourism development as socially responsible, environmentally effective and economically directed activities;

- The social dimension of tourism and resorts;

- Each free access to information in the field of tourism and resorts;

- sufficient good-quality services to meet the needs of consumers;

- security of constitutional rights of citizens in the field of tourism.

The above set of quality parameters sets a minimum level of protection of tourists and includes a set of basic consumer properties as safety, compliance with hygiene standards, accessibility, transparency and more.

The influence of the state on environmental, economic and social factors ensured through the reorganization of the system and change management mechanisms at the state and local levels, the introduction of strategic planning related legal, regulatory, institutional, scientific, methodical, financial support and more. This strategic planning in tourism is based on the strategy of socio-economic development, ensuring its thrust to improve the quality of life as the main indicator of evaluation of sustainable development. The main strategy for sustainable tourism development are:

- improving the quality of life; protection of national interests of Ukraine in the field of tourism;

- forming competitive national tourist product in the domestic and international markets based on rational use of tourism resources,

preservation of historical and cultural heritage and ethnic characteristics of the Ukrainian people - creating the conditions for use of the tourist product;

- Implementation of the Constitution Ukraine secured rights to rest, freedom of movement, employment, health care, a safe and healthy environment, spiritual needs and other rights in the implementation of tourist travel and leisure tourism activities;

- improving the legal, institutional and socio-economic principles of realization of state policy of Ukraine in the field of tourism resorts and activities in the context of globalization and European integration of social processes.

Therefore, according to the strategy of sustainable development of tourism and resorts in Ukraine, the priorities of sustainable development of tourism and resorts are:

- forming competitive national tourist product;

- development of human resources for tourism - saving potential tourism resources, the formation area of high tourist appeal in order to ensure efficient and effective use of tourism resources; - Formation of information space tourism - a unified system of marketing in tourism;

- deepening international cooperation for sustainable development of tourism

According to the "State Strategy for Sustainable Development" Ukraine-2020 "is to create conditions to improve regional competitiveness, ensuring their sustainable development based on modern technology, high productivity and employment. According to the "National Strategy for Regional Development until 2020" strategic objectives of regional policy by 2020, will provide dynamic balanced development of the whole country, to bring living standards up to EU standards and create conditions for greater economic activity in all regions of the country, should eventually

alleviate regional disparities, reduce any risk of depressed areas and protect society from significant cost recovery belongs s conditions of their life. To diversify the economic activity of great importance to the development of tourism and various forms of recreation. Economic growth, structural changes in the economy and promoting international contacts contribute to the development of the service sector. In this important role played by natural and cultural features of the area. Tourism development, including agriculture, can be an important factor in the growth of employment, especially in rural areas. "

National Strategy provides for particular stimulating business development in the tourism sector, promoting the development and modernization of tourist and recreational infrastructure, improving the quality and competitiveness of domestic proposals on the world market of services in tourism.

At the same time, improve hotel services requires reconstruction and modernization of existing hotel base, implementation of new technologies, create economic incentives to attract investment in the construction and operation of new hotels, which, from its part, requires significant investment.

The second strategic objective "National Strategy for Regional Development until 2020" is to ensure the development of human resources. Improving the quality of human resources is the key to the dynamic development of the country and its regions. The implementation of the policy of development will be based on regional characteristics of demographic situation, the level of employment and its life that contribute to job creation, provision of self-supporting SMEs.

The third strategic objective of the "State Strategy" is the development of regional cooperation. Overcoming disintegration

tendencies and promoting consolidation processes at the regional level are mainly associated with the acceleration of economic growth, giving priority development of import-substituting production. One of the priorities is the development of cross-border, including Euro-regional cooperation. Public support will focus on the development of cross-border cooperation and international cooperation and between the regions in the planning of territorial development. measures would be taken towards the development of tourism in the border regions, including the formation of tourism infrastructure, dissemination of advertising and background information.

The fourth strategic objective "State Regional Development Strategy for the period until 2020 is to create institutional conditions for regional development, including reforming the system of administrative and territorial structure by creating legal, economic and organizational conditions for the formation of local communities enforced material, financial and other resources sufficient for effective implementation of the tasks and perform the functions of local government, as well as expanding the financial O-economic opportunities of local communities, strengthening the motivation of local governments to strengthen local budgets through the introduction of state-level social standards of public services regardless of location.

Regional development of recreation and tourism activity on the basis of the program-target approach. Regional recreational and tourist activity can be considered as functional integrity, occupying a certain place in the system of division of labor and providing the necessary health-improving services to the population through its specialization. The most important indicators of regional development of recreational and tourist activities is fairly considered a complex of its qualitative and quantitative characteristics. The practice of regional development of recreational and

tourist activities requires a deeper understanding of the trends and patterns of organization; opportunities and limits the use of foreign experience. It provides methodological development and regulatory model of the target areas of activity based on the analysis of specific features and the most significant relationships. Carrying out such diagnostics enables depart from contemplative approaches abstract perception measurement trends and regional development of recreational and tourism activities. The need to take account of current trends and structural features of recreational and tourism activities in the region focuses on the use of program-based approach. The formation of market relations in Ukraine requires the development of scientific bases to adapt the concept of program-based approach to new conditions. This primarily concerns the definition of the necessary components of organizational and economic mechanism of application of program-based approach. These include the necessary components to priority activities together with a list of goals for solving complex problems of long-term development and evaluation of trends relevant solutions through targeted programs. The function of government is to regulate, control, economic, legal and organizational support programs and projects. Development and implementation of regional programs of recreation and tourism activities is one of the most common ways of regulatory policy. Its components are the legal and administrative regulation through laws and regulations, standards, licenses, norms and standards focused on world market parameters recreation; financial and taxation, monetary regulation, regulation of prices and tariffs, investment policy. Development and implementation of regional programs of recreation and tourism activities is one of the most common ways of regulatory policy. Its components are the legal and administrative regulation through laws and regulations, standards, licenses, norms and

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Program activities should be formed on the basis of program-based approach. Each measure must be specific, to work toward this goal. Activities that require significant amounts of investment or financial resources, it is advisable to apply the general system of determining appropriate sources providing the necessary resources.

The purpose of programming is to create a highly developed infrastructure for recreation and to create such forms of nature that will ensure sustainable development of recreational and tourism activities in the region. Infrastructure provision of recreation and tourism activities in the region involves the functions of regulation and coordination of economic processes. Generally, to form a competitive national economy requires that infrastructure ahead of the growth sectors relevant economic complex. In addition, it will form the infrastructure market relations in the field of recreation and tourism Nature and affect growth in the flow of tourists to the sites of natural and recreational potential.

For organizations adopting effective solutions to the regional development of tourism and recreation practices program-oriented planning and management, you need an orderly and complete information support.

Based on objective information management functions can be carried out efficiently and effectively.

Creation of information system is intended to respond flexibly to changes in the development of regional recreation and tourism activities. Such changes in development trends related to the formation of recreational and tourist flows and regulatory impact of regional authorities. In order to adapt the information system to the specific situation must be considered features and principles of recreation and tourism, to explore the internal relationships and identify the relevant information on their implementation.

Sees what information support of program-oriented planning and management can be summarized as development strategies recreational and tourism activities in the region. Generally, the strategy of territorial development aimed at improving regional policy and implemented through several regional programs. The formation and implementation of regional development strategy requires determining the main goal, then develop goals to ensure its implementation. For each individual area defined activities in the field of state regulation of development of recreational and tourism activities generated variants achieve the main goal and assessed their priority. The regional development strategy is long-term with a clear timeline certainty. The exact time depends on the proposed recommendations prospective period spent forecasting work. Depending on the level of intensification of program objectives implementation time span scientific advice continues or reduced. This affects the amount of costs provided for regional program development and results of the measures. Spatial processes of regional development of recreational and tourist activity in emerging market economies are characterized by innovative forms such as special (free) economic zones, especially Resort and suburban areas for recreation. Their establishment and effective functioning

is ensured scientific development and implementation of projects and improving governance. Formation of European regions provides for the creation of organizational structures in the form of international associations, cluster organizations, consortia, free economic zones. The basis for the creation of innovative forms of regional development of recreation and tourism sector can be a national park. Obviously, cooperation within the framework of cross-border cooperation in the recreation and tourism activities should not be limited just outside the common border areas. Thus, the presence of international transport corridors implies the need to develop joint measures to control and modeling tourism flows outside the European regions. The basis for the creation of innovative forms of regional development of recreation and tourism sector can be a national park. Obviously, cooperation within the framework of cross-border cooperation in the recreation and tourism activities should not be limited just outside the common border areas. Thus, the presence of international transport corridors implies the need to develop joint measures to control and modeling tourism flows outside the European regions. The basis for the creation of innovative forms of regional development of recreation and tourism sector can be a national park. Obviously, cooperation within the framework of cross-border cooperation in the recreation and tourism activities should not be limited just outside the common border areas. Thus, the presence of international transport corridors implies the need to develop joint measures to control and modeling tourism flows outside the European regions.

Formation of a joint marketing strategy to promote recreation and tourism involving Ukraine and neighboring countries to gain a foothold in international markets. This requires joint action on the field of market research, organizing advertising company, product policy formation,

development of marketing and information systems, implement uniform service quality, creation of regional tourism and recreation centers. The implementation of the above priorities will create favorable conditions for further development of regional recreation and tourism, stabilize the socio-economic situation of businesses.

The peculiarity of the current stage of development management regionalization of recreation and tourism activities are increasing its value to the upper levels of management. Solving complex problems of regional development of recreational and tourism activities can only be done through proper choice of objectives and priorities of the Program on

The concept of program-based approach is used relatively long time and proved its usefulness and adaptability to changes in the situation in solving interrelated problems of regional development and association objectives, financial resources and efforts of a number of organizations.

This creates the need for an objective priority problems and challenges of regionalization, especially at the top, state-level management. At this level study conducted strategy, choice of priorities and target regional development of recreation and tourism, development of indicators and innovative forms of organization. The new concept of program-oriented planning "Ukraine 2020" and management is based on the fact that the plan is only defined priorities for recreation and tourism activities listing the major problems associated with solving complex problems of long-term development. The main mechanism of program-based approach in the transition to market a set of problems Estimates of their decision through appropriate targeted programs. The function of government is to regulate, coordinate, control, economic, legal and organizational support programs and organizations proektiv. Dlya effectively address regional development of tourism and recreation practices program-oriented planning

and management, must complete and orderly information provision. Based on objective information management functions can be carried out efficiently and effectively. At the initial stage of providing information using different information sources. This statistical and accounting, reporting individual departments and ministries, these expert assessments and the results of specially organized surveys. Consolidating document containing basic information necessary for the development and implementation of regional target programs can be a specially designed "Passport regional target program". Certification in systematization of regional development of recreational and tourism activities can be seen as a special method of accounting and analysis of potential, as well as various events and activities undertaken in the program-oriented planning and management. In order to adapt the information system to a particular situation, follow: implemented in the program-oriented planning and management. In order to adapt the information system to a particular situation, follow: implemented in the program-oriented planning and management. In order to adapt the information system to a particular situation, follow:

- justification goals and objectives of the problems to be resolved;
- determine internal communications and selection of information required for their implementation.

So determined the need for information and data flows are complemented by insufficient data and removed unnecessary. Then estimated the importance of different data determined on this basis the requirements for frequency, urgency and authenticity them established what data to which workers and in what time frame should proceed. The result of this work is the information model, which provides:

- develop metrics that provide an adequate range of problems of a quantitative assessment of the factors prevailing in solving specific problems;

- development of technology selection, processing, storage and transmission of data information system.

Review the information system of recreational and tourism activities as a result of the set of interacting elements necessitates consideration of the integrity of this "set", interdependence and interdependence properties of elements. Effectiveness of regional development of recreational, cultural, personal, political, economic, social components and the specific rights related to their use.

In conducting a comprehensive study of definitions and perspectives of regional development of recreational and tourism activities are the following steps:

- assessment of the regional recreation and tourism potential of the degree and possibilities of various types and forms of tourism;

- Measurement of flow of visitors in the region and their characteristics;

- research infrastructures and offers recreation and tourism in the region;

- identification and analysis of factors that shape the demand for recreation and tourism product of the region;

- assessment of the level of demand for various qualitative and quantitative values of these factors;

- research trends and changes in recreational and tourist use in the region, according to travel expenses.

Spatial processes of regional development of recreational and tourism activities in emerging economies such forms characterized by

innovative rod as special (free) economic zones, especially Resort and recreational areas. Their establishment and effective functioning requires a scientific approach to development and implementation of projects and program management. The results of application of the scientific and methodological approaches developed recommendations for methods of enhancing the socio-economic benefits of recreational and tourism activities at local and regional levels, and identifies the type of target programs that most contribute to the improvement of the population. Development and implementation of regional programs of recreation and tourism activities - now one of the most recognized ways to achieve their goals of regulatory policy. Its components are the legal and administrative regulation through laws and regulations, standards, licenses, regulations and industry standards that focus on the parameters of the world market of recreational services; financial and taxation, monetary regulation, regulation of prices and tariffs, investment policy. The regional target program of recreational and tourism activities designed to facilitate its adaptation to new economic conditions by setting a number of objectives and developing appropriate measures of resources (natural, material, labor, financial) of the definition of performers and terms. Its components are the legal and administrative regulation through laws and regulations, standards, licenses, regulations and industry standards that focus on the parameters of the world market of recreational services; financial and taxation, monetary regulation, regulation of prices and tariffs, investment policy. The regional target program of recreational and tourism activities designed to facilitate its adaptation to new economic conditions by setting a number of objectives and developing appropriate measures of resources (natural, material, labor, financial) of the definition of performers and terms. Its components are the legal and administrative regulation through laws and

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Program activities should be formed on the basis of program-based approach. Each event must be specific to work on to achieve the purpose of the sphere. Activities that require significant amounts of financial resources or investment should be made in the general system of determining appropriate sources to provide the necessary resources [95, p. 67]. Its goal - creating a highly recreation and tourism infrastructure based on existing recreational resource potential and provide quality services to tourists. This requires solving complex issues, including: ensuring the priority development of recreation; improvement of legislative, institutional regulation management system; creating conditions for revival of investment activity. The program must provide for the implementation of

the following key measures: improving the management of recreational and tourism activities in the region; building and reconstruction of recreation and tourism infrastructure; scientifically grounded efficient use of recreational resources and infrastructure; formation of highly qualified personnel, to ensure conditions of training and retraining; Good organization of information and advertising using advanced technology and marketing with appropriate scientific - methodological support.

The content of the regional development of recreation and tourism, obviously, should focus on:

- identifying problems recreation and tourism activities as a priority sphere of life in the region;

- selection and justification of the system of strategic and tactical objectives, identify effective ways of proceeding recreational and tourism activities in the region;

- Priority selection of innovation and investment projects aimed at ensuring effective recreation and tourism and the preservation of the environment in the region;

- system of reasonable measures to involvement of domestic and foreign investors to implement sufficient goals to meet the needs of recreational and tourist services;

- creating operating systems monitor the implementation of reasonable measures to attract investment and efficient use of resources.

Strategy for regional development of recreational and tourist activities involves a multidimensional analysis of the state and definition of prospects for the use of the potential of the tourist region, its main subsystems. At the first analytical stage of the research, the main characteristics of the potential, factors of influence and interaction of

specific processes are revealed, then trends of development and determination of the conditions under which its use will be optimal.

Domestic practice of management of regional development of recreational and tourist activity requires a deeper understanding of the trends and patterns of its organization, the possibilities and limits of the use of foreign experience. This involves scientific and methodological development of normative and target models of the given sphere of activity taking into account the analysis of specific features and the most important interconnections. Such an analysis allows us to move away from contemplative approaches, abstract perceptions of trends and changes in the regional development of recreational and tourist activities.

The peculiarity of the current stage of regional development of recreational and tourism activities is to increase the value for the upper levels of management. Solving complex problems of regional development of recreational and tourism activities can only be done through proper choice of priorities based program. These priorities are as follows:

- creating an extensive structure of tourism;
- improve the quality and expand the range of tourist services;
- Reconstruction and modernization of existing tourist facilities, design and implementation of new construction;
- concentration of funds and resources for tourist facilities;
- active involvement of the private sector in tourism business;
- search for optimal forms of attracting domestic and foreign investment in tourism;
- support state-level domestic and foreign (inbound) tourism;
- Forming of business initiatives and their expertise;
- study international tourism market, business activity and specific proposals of foreign partners;

- active formation of highly skilled corps in tourism;
- establishing a strong domestic tourism product advertising, high-quality information and reference material;
- continuity and consistency of tourism education for different age groups of citizens at all stages of their life;
- taking into account the interests of various population groups in the development of tourism development programs;
- determining the independence of all actor's tourist enterprise, equality of rights for state support;
- creating favorable conditions for domestic and foreign investors in tourism.

The implementation of the above priorities, create favorable conditions for further development of tourism, stabilize the socio-economic status of the subjects of recreational and tourist businesses.

4.3. Organizational-economic mechanism of recreation and tourism in the context of sustainable development

The system of government tourism in Ukraine based on the specifics of the national economy and world experience of regulation of relations among the subjects of the economy. Analysis of the historical development of the tourism industry and the conditions of the various forms of tourism shows that Ukraine has enormous tourist resources that can be used both in domestic and in entry tourism.

Formation of state regulation of tourism due to the need to identify the values and specific features of policy implementation, tactics and strategies in public administration.

Development of tourism governance in Ukraine clearly demonstrates the autonomous nature of this area. The main objectives of state regulation of tourist activities include: ensuring citizens' right to rest, freedom of movement in tourist activities; environmental protection; creating conditions for activities aimed at education, education and recreation tourists; development of the tourism industry, providing economic situation does not allow full-scale and develop tourism

An important task of activating areas of recreation and tourism is to improve the organizational and economic mechanism - combination of forms and methods by which the organization of social production in the rest, consistent economic feasibility of its business as a whole, funding sources defined regulatory measures. Organizational-economic mechanism should be based on a set of short - and long-term regulators use them depending on the socio-economic situation of the country.

The organizational and economic mechanism should provide the following practical tasks:

- creation of an innovative management system for recreation and tourism development based on a combination of centralized and decentralized models, assistance in establishing vertical and horizontal management links;

- Optimization of the territorial organization of the sphere of recreational and tourist services on the basis of the criterion of increasing the socio-economic efficiency of its functioning;

- Achievement of scientifically-based standards at the level of service of holidaymakers, in particular due to introduction and observance

of the norms of financing and logistical support of non-profit segment of this sphere;

- substantiation of the development of urban planning standards, which take into account the prospective needs of the population and visiting visitors in the territories for the organization of recreation.

The structure of the organizational and economic mechanism for regulating the sphere of providing recreational and tourist services should include three main subsystems:

- state regulation at the national, regional and local levels, which includes the mechanism of financial-budget, credit and price regulation;

- Self-regulation, which focuses on maximizing the use of internal reserves of enterprises in the sphere of recreational and tourist services, interaction with the market environment, which manifests itself in the inclusion in the contours of financial management of free market prices and competition;

- public regulation of influence on the process of making managerial decisions, ensuring control over the quality of services and use of the environment.

Certain types of organizational and economic mechanism give shape to the inherent social-oriented economy and combines elements of state regulation of self-regulation abilities. The process of improving the organizational and economic mechanism needs assessment comparing the current state and forecasts for areas providing recreation and tourism, including available and needed resources in the future. This allows you to define a set of structural measures to enhance the development of recreation and tourism.

To improve governance development of recreation and tourism becomes necessary implementation of organizational and economic

mechanism. Its components are subsystems that contribute to the regulation of some areas of recreation and tourism activities. One of the practical measures proposed establishing an association of tour operator's ecological zones. Create NGOs contribute to image areas with valuable health and medical resources and increase the number of visitors.

The basis for the formation of recreation and tourism oriented development of certain areas should not only economic but also social and cultural orientation of society. Therefore, the availability of recreational resources is an essential prerequisite for the development of recreation and tourism, but also the political will to guide their development in the social, cultural, educational, environmental and other objectives of human development. In terms of forms of organization, subject's recreational activities can be individual entrepreneurs, small and medium businesses, large (including international) travel agencies. Wide-scale enterprises this sector can operate on the basis of different forms of property: private, shareholder, state, mixed (public-private, public joint stock etc.). With position control subjects all recreational sector performs independent activities, but within a single state policy development. Therefore, to solve complex problems and scale formation and operation of recreation and tourism requires a clear organizational and management structure of all levels.

Summarizing the above approaches to structuring recreation and tourism industry, one could argue that all forms of spatial organization of recreational activities and various types of functional hierarchical levels considered as territorial and economic entities that are characterized by a triad of interrelated elements: a territory (recreational resources of natural and anthropogenic) tourists, including the release of the local population (carriers demand for recreational services) and recreational entities

Entrepreneurship, Islands and recreational complex, industrial and social infrastructure (exponents offers recreational services) [18, p.5].

It should be noted that the concept of tourism is traditionally regarded as a commercial economic phenomenon. In contrast to this approach, Recreation seen more resource aspect as an object of national management and use. Currently, there is need for a more integrated approach to the synthesis of understanding how nature recreation and tourism, that is the only area of healing and restoration of human vitality and content of social and economic aspects of this field, because it is inextricably linked to economic activity, employment levels revenues, the contribution to GDP and so on.

With the growing commercialization of recreation and the dispersal of duties in the recreational and tourist area between public and private structures, the convergence between tourism and recreation in the area of theory, activities and influences intensifies. At the same time, recreational and tourist resources should be considered comprehensively for different types of leisure activities.

Thus, recreation and tourism offer great opportunities for restoring the health of the population, enriching the person with natural, cultural, historical and social values of not only their country, but also the whole world. In this case, the study of social aspects of recreation can occur from the point of view of holidaymakers and holiday organizers. If for the first recreation is considered primarily from personality positions, then others - this is the time to form and operate activities aimed at providing recreational needs of the population.

Recreation and tourism fulfill socially important and necessary functions - maximum satisfaction of the needs of the population in the improvement, treatment, rest, spiritual and physical development.

The state's social policy should focus on improving the population of the country by maintaining a network of state sanatoria, providing sanatorium treatment to citizens affected by natural disasters, accidents and other categories of people in need of state support. On the other hand, it is necessary to take into account economic goals to strengthen the economic potential of this sphere and increase its contribution to national income. Therefore, the purpose of its development should also be to meet the demand of the population and foreign citizens for rest and spa treatment in conditions that satisfy the most demanding needs (luxury apartments, a wide range of medical services, developed entertainment, etc.).

The recreation and tourism sector is an important part of the national economy, combining the extensive system of recreation and tourism establishments, infrastructure enterprises and other related industries with close industrial and economic ties, jointly using resources to meet the various recreational, educational, cultural and other needs of the population. This sphere as an integral part of the way of life of a person should become one of the determining factors of socio-economic development of our country in the long-term perspective.

The current unsustainable patterns of production and consumption should be replaced in favor of our future prosperity and well-being of our descendants. The basic document that defines the essence of the new paradigm of human development, the materials of the conference in Rio de Janeiro 1992. According to these materials, "sustainable development" - is a development that satisfies the needs of present generations without causing harm to the ability of future generations to meet their own needs. In other words, the rate of use of natural resources by mankind should not exceed the speed of updating. Our descendants have the same rights as we do for natural resources and ecosystem functions. C definition is perceived

in most cases as canonical [105]. From the standpoint of the theory of building sustainable (sustainable) development can state

The formulated principles of sustainable development require both theoretical developments and the search for the appropriate resources for the accomplishment of the tasks. Sustainable development is a complex and voluminous category that underlies a certain way of seeing reality and reflects a new stage in the development of the social subsystem of the biosphere. The transition to sustainable development is a complex, multidimensional process that is only possible on a planetary scale, covering all areas of human activity. In essence, it is about developing a strategy for humanity in the center of which there is a fundamental scientific problem of ensuring the harmonious interaction between man and nature. The ambiguity of the interpretation of the term "sustainable" generates different phrases with the filling of their different context in terms of functioning of the EES: "sustainable movement", "sustainable development", "sustainable economy", "sustainable society", "sustainable use of nature", etc. To date, the categorical apparatus of the concept of sustainable development has not yet been developed. Only recently attempts have been made to identify the meaning of some concepts in their specific use. We have developed a paradigm for the formation of sustainable development in Ukraine, which is based on the basic factors: natural conditions; economic potential; mentality and politics (Fig. 4.3.).

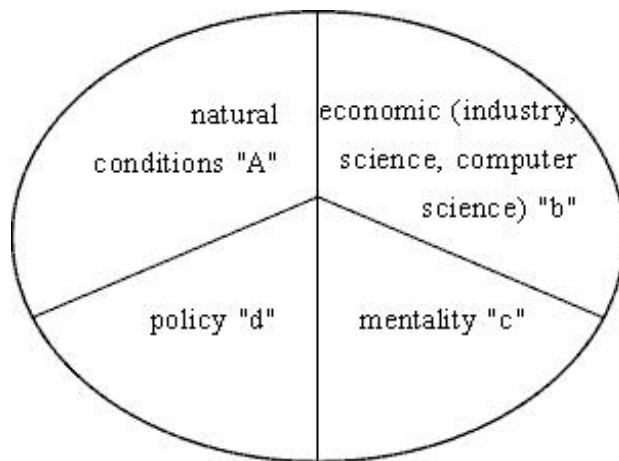


Fig.4.3 basic factors of sustainable development in Ukraine

Ukraine declared the necessity of transition of socio-economic sectors to sustainable development, which would ensure a balanced solution of socio-economic problems, problems of preserving the favorable environment and natural resources potential in order to meet the vital needs of present and future generations. due to the basic factors: natural conditions; economic potential; mentality and politics. Consider essentially the constituent factors.

Factor "a" - natural conditions Soil and climatic conditions of most regions of Ukraine are favorable for conducting effective agriculture. In general, the natural conditions in our country are favorable for the formation of a stable agrosphere. Paradoxically high (30-50 center / ha) winter wheat crops in many farms in 2013, even in those where in recent years almost did not bring mineral fertilizers, testify to this. Significant potential can also be exploited by reducing fertility.

Factor "b" -economic potential. He is currently in crisis, but there are conditions for his revival, and some changes have already occurred in 2013-2015years. There are still quite powerful and efficient enterprises, highly skilled engineers, infrastructure (power grid, nuclear power, main water channels, gas and reservoirs, roads, computer science, etc.). That is,

there are previously created objective conditions for economic development.

Factor "c" is an entity. Its formation depends to a large extent on the level of education and science. The education system that existed in Ukraine in previous decades provided a fairly high level of knowledge for the development of the latest ideas and technologies. Extremely important factor is the presence in Ukraine of rather powerful scientific potential. Only in Vinnytsia region on 01.01.2016 there were 208 doctors of sciences and 1465 candidates of sciences. The factor «d» is a policy. This is the most acute problem for Ukraine. No war or element has caused so much damage to our economy, in particular to the agrarian industry, as the plunder of state property and corruption. But, it seems, society has already begun to understand that it is impossible to continue this way. It is sad that a political factor, the ordering of which does not require any investment or resources, but only goodwill, has become a major obstacle in solving the problems of economic development. For Ukraine, the problem of sustainable development of nature and society, rational nature use is particularly relevant in view of the following factors: the concentration of high-intensity industrial and agricultural production in a small area, the use of significant natural resource potential, high population density, a constantly growing transport interconnections and war on south of Ukraine

Of course, economic development and exploitation of natural resources of society leads to considerable strain as soil erosion, water depletion, loss of wildlife, agrochemical poisoning the soil, water and air pollution.

In our view the key Sustainable development in Ukraine is the ability to ensure the conditions of the human species and structural unity can be

presented as components of sustainable components (subsystems) - ecological, industrial and social, which are always interrelated and interdependent and able to provide the conditions for human development. Spotlight - a man raising his life, creating favorable socio-economic and spiritual conditions for its cultivation (Fig. 1.1.).

The structural model allows us to treat the environment not only as an environmental factor of production, but also as an element of its results and its functioning. Social production in the context of sustainable development is not only the production of material goods, but also elements of nature, the natural environment, human habitat. That is, the playback environment is an integral part of recreation and tourism and Sustainable development in Ukraine.

Recreation and tourism is the area of flexible forms of employment as a result of their reduced unemployment and social tension. Because health effects reduced morbidity, increases vitality working, which generally increases the total fund of working time [23, p. 67]. In addition, recreation and tourism is a specific form of economic activity that meets the demand for health and tourism services, and also affects the intensity of other industries (light industry, agriculture, handicrafts, etc.).

CONCLUSION

Providing socially oriented character development of recreation and tourism needs first transformation mechanisms of state regulation on strengthening their social and environmental component. Development and strengthening of the economic potential of recreation and tourism can be a significant factor in the stabilization and economic restructuring, deepening of globalization, intellectualization and informatization of society. In turn,

the development of the national economy will be accompanied by rising real incomes and their spending on leisure and recreation.

However, the impact of public policy on the social consequences of the operation areas can be studied not only indirectly (by improving the general conditions for economic development). State regulation of the economy in general, and recreation and tourism in particular can and should provide important social objectives and mechanisms. All priority areas of recreation and tourism (creation of multichannel financial security, efficient use of resources, recreational nature, stimulating market resort and recreational and tourist services etc.) Are guided more coverage recreation and tourism services, rehabilitation, to improve performance health and life expectancy, human development in general [36, 172].

It is therefore extremely important and necessary is the environmental component of public policy, which aims to achieve environmental security, overcome the negative effects of tourism, sustainable development of territories of Ukraine. Accelerated development of recreational and tourism activities in the region in recent years has, along with the positive and negative effects, in particular there is an overload of infrastructure destroyed habitat disappear rare species of plants, changing habitats of animals, worsening air quality, clogged area that affects their health status. The negative factors affecting the environment include: the construction and operation of infrastructure (recreational centers, hotels, tourist centers, restaurants, bars, parking lots, gas stations, Maintenance points) is the most valuable and the most attractive places - in the recreational areas and tourist centers; the development of these types of recreation and tourism, as short-term meetings and games in nature (typical suburban zones occur on weekends and often massively, although it is not very long), disorganized car -, motor tourism on the road, riding motor

boats; irrational use of natural medicinal resources (acute, particular problem is the preservation of the beach areas of landslide and shore protection works), lack of effective state control over their use, including commercial structures [173]. a short-term meetings and games in nature (typical suburban zones occur on weekends and often massively, although it is not very long), disorganized car -, motor tourism on the road, riding motor boats; irrational use of natural medicinal resources (acute, particular problem is the preservation of the beach areas of landslide and shore protection works), lack of effective state control over their use, including commercial structures [173]. a short-term meetings and games in nature (typical suburban zones occur on weekends and often massively, although it is not very long), disorganized car -, motor tourism on the road, riding motor boats; irrational use of natural medicinal resources (acute, particular problem is the preservation of the beach areas of landslide and shore protection works), lack of effective state control over their use, including commercial structures [173].

Thus, the immediate task is the efficient use of natural resources through well-balanced regional recreation and tourism activities in harmony with the needs of tourists and travelers, on the one hand and the natural environment - on the other, helping to both preserve the environment and sustainable development of recreation and tourism.

Environmentally sustainable development of resort and recreational areas and tourist centers has become a reliable basis for the rights of citizens to health protection, medical care, recreation, safe and recreation environment. Ecology and recreational use of the existing potential, the level and characteristics of recreational and tourist activities in Ukraine and its regions give reason for the future development of recreation and tourism.

Improving the socio-economic situation in our country is possible only through improved public policies, its new quality. Must clearly state position on key goals and objectives of the country. Require strong policy on broad parameters of socio-economic development, social services, recreation and tourism, their implementation and enforcement. State regulation of the economy, as the experience of advanced countries should be based on a strong state power, public order and national priorities.

On the other hand, for the formation of a strong economy (including powerful sphere of recreation and tourism) also need active motivated by economic entities. Redistribution of powers, resources, capital and profits is an important prerequisite for effective institutionalization of market activity in terms of thought-focused regulation. The extent of state influence on the economy is not constant, it is enhanced or diminished depending on the state of the economy, the impact of global factors and other social tensions. Historical experience shows that the creation of normal living conditions in the economy of finding the optimal balance between government regulation and activity of business entities [174, p. 25, 332-333].

In our view, this task is to achieve the optimum ratio of these mechanisms of action, government regulation, market forces (supply and demand), a public-private partnership and mechanism of local government.

Only if constructive and guiding of the state possible way out of the crisis, improve the socio-economic efficiency and competitiveness of the economy. The state should set priorities in accordance with the values and goals of society, provide adequate relation to real life country mechanisms to support them.

Basic principles of state regulation of recreational and tourism Ukraine should be as follows:

promoting tourism activities and create favorable conditions for its development;

identifying and supporting the priorities of tourism;

forming an idea of our country as conducive to tourism;

maintenance and protection of tourists, tour operators, travel agencies and their associations.

The priorities of the domestic sphere of recreation and tourism should be the support and development of domestic, inbound, social and amateur tourism without diminishing the value of other types of tourism and recreation, but stressing the importance of their priority position with both economic (employment growth, incomes GDP) and social (improving health, living standards, support spiritual and patriotic values) results.

The key social development goals of recreation and tourism activities in the country are:

1. ensuring citizens' right to rest, freedom of movement, etc. when making travel;

environment protection;

2. improvement in the coverage of the services of health and recreation and human development in general;

3. further development of recreation and tourism-oriented needs of the population on health and rest, while creating new jobs, increasing income levels of the state and citizens, deepening international cooperation, protection and preservation of recreational and tourist resources, effective use of natural and cultural heritage.

The most important part of state regulation of recreation and tourism are the direct involvement of the state in building a culture of recreation and tourism - the quality of all recreation and tourism, which should be

characterized by a high level of public relations in the sphere of individual and social consciousness in tourists and tourists, officials government officials, employees of the tourism industry and recreational facilities, the population of host of recreational and tourist regions. Culture Recreation and Tourism - an understanding of all subject's recreation and tourism role and place of recreation and tourism in the modern world, the need to develop a social model behavior rational use of free time for therapeutic, recreational, cognitive, physical training and sports,

An effective means to achieve these and other important goals of recreation and tourism in Ukraine can become a mechanism of public-private partnership. Institute of Public Private Partnership in all its variety of forms of display enables to combine interests, provide benefits and achieve the main goals of various subjects [117].

Despite the fact that the interests of the state, businesses and people in the tourism industry in different planes, but in fact they coincide in many positions. State interest primarily associated with the development of domestic and inbound tourism that achieves many economic and social objectives.

The economic objectives of the State are:

- GDP growth (national) product;
- direct, indirect and cumulative effect of macroeconomic (the sum of direct, economic multiplier effects, the effect of increasing income) derived from tourism services and products;
- the multiplier effect of tourism;
- Employment growth in the expansion of recreation and tourism and related infrastructures.

Social objectives are increasing:

- the average life expectancy;

- productivity and efficiency of the population;
- quality of life;
- social and intellectual capital;
- the number of displaced people within the country by region for business, recreational and entertainment purposes;
- and general cultural level of the population;
- patriotic spirit of the nation and the quality of knowledge and local history as a whole, and forming an idea of his native country population and improving its image in the international community.

Interest is always business profit, while social objectives cannot be at all. On the basis of public-private partnerships and in cooperation with the state emerging social business focus. Capacity investments for long-term placement guarantees, ensuring risk-sharing project with the state, the choice of projects participatory guaranteed state support of the business.

The interests of the population in the tourism industry are as following:

- obtaining affordable health and recreation for all citizens;
- ensuring the civil rights of the population on health, recreation, leisure;
- quality assurance recreation and tourism;
- choice of recreation and tourism services and products of different levels and cost;
- Information availability and awareness of offers in the market of recreational and tourist services;
- opportunities and access to benefits and subsidies for health, leisure and travel services;
- presence of feedback from service providers to address the problems arising from the use of recreational and tourist services.

The development of public-private partnership in the tourism industry in the implementation of partnership projects involves effective use:

resources - land and natural resources; property complex, including infrastructure; tariff policy and state regulation of the economy; trust funds, including the tourism industry tax base; system and the scope of controls; information resources; customs and migration policy;

Resources Business - entrepreneurship; management financial decisions; labor, management, production, innovation and intellectual resources;

Resource people - civic initiatives; savings.

Effective public-private partnership needs to improve its own state regulation in the field of tourism, such as:

1. Legal regulation of recreational and tourism activities is as follows:

- improve the mechanism of financial support responsibility of tour operators, including increasing the size of financial support;
- tour operators increase legal liability for damages to life and health of tourists and other violations of law;
- Compulsory certification of instructors, guides, guides, guides and interpreters;
- defining features of legal regulation tourists traveling minors, the introduction of additional measures to enhance their security;
- the creation of a single body with the authority to tourism of a public register of organizations in this area;
- forming the legal basis of functioning unified automated information accounting system implementation of the tourism product in Ukraine;

- improving the regulatory framework for the development of cultural tourism;

- Compulsory insurance costs tourists traveling abroad and tourist routes increased risk in Ukraine.

2. State support of social and inbound tourism, provided:

- create conditions for the expansion of tourism and service infrastructure in the areas of historical and cultural city and other regions of Ukraine, including the formation of cultural and tourist zones, including historical monuments and cultural facilities maintenance;

- tax support development tool of tourism (children, youth, the poor, the elderly, etc.), by introducing social tax on income of individuals when paying for travel costs within Ukraine;

- a substantial increase in budgetary allocations for promotion of domestic and inbound tourism in Ukraine, including recreation areas and tourist centers as well as to attract investors in them;

- formation of a network of representative single body to manage tourism and recreation abroad to promote Ukrainian tourist product;

- the development of institutions of public-private partnership concession as objects of tourism and recreation special economic zones, clusters [176, 177, 178].

3. Improving the security of tourism, which provides:

- legally enforceable mandatory insurance of tourists traveling abroad, the definition of a minimum set of risks and insurance services included in this type of insurance;

- creating legal mechanisms to provide legal and other emergency aid Ukrainian tourists, trapped in a difficult situation abroad, develop order financing consular services to provide them with necessary assistance;

- Single open representative governing body of the tourism and recreation abroad that perform the functions of the emergency aid Ukrainian tourists in foreign countries (with consular services);

- develop and implement a set of measures aimed at improving the safety culture and leisure [179].

4. Crisis support recreation and tourism Ukraine, which carry comprehensive and include the creation of the most favorable political, economic, organizational, personnel and other conditions of its development in a situation of economic crisis.

One of the most important ways to achieve state goals is to develop and implement programs for the development of tourism. Through macro-economic and regional policy, the state contributes to a favorable environment for economic activity in the public interest. In the case of each region of Ukraine is characterized by acute problems caused by imperfect structure of production and resource potential mismanagement.

State regulation of social and economic development of the national economy must focus on the efficient use of natural resources, taking into account social and economic problems of the population [180, p. 84, 124, 132-135; 181]. By introducing mechanisms of public-private partnerships and strengthening the autonomy of local governments might reduce the dependence of regional center to activate the internal mechanisms of business community, local government, to achieve the fullest possible use of resources, combining the best interests of each region and state [182, p.145; 183, 184].

Effective functioning market environment, recreation and tourism should use market mechanisms, modern methods and means of administration. But this is only encouraging management to a more appropriate action. Thus, one of the conditions that can ensure the

successful functioning of the sector, is the formation of such organizational structure of management which will allow to take into account the needs and initiatives of all actors and stakeholders to develop regional, inter-regional and national socio-economic development, improve organizational and economic mechanisms of social growth and economic efficiency of recreation and tourism in the national economy.

To enhance the recreational, resort, tourist services to international standards should determine the priorities of perspective development of recreational and tourist areas that should be considered in the context of national and regional interests and ensure maximum state assistance for their implementation [185, 186, 187]. Active government support in the context of globalization and the integration of Ukraine into the European Union, the legal guarantees of rights for foreign partners can create favorable conditions for attracting foreign investment. The resource base of Ukraine has a unique recreational and tourism potential, able to further develop the national tourism product and its output to international markets [39, p. 292-293].

So it is clear that the development of tourism and hospitality industry should provide that appropriate services to the general population, as well as protection of national interests of Ukraine. In order to effectively use the potential of the regions should pursue the national policy promoting the global market Ukraine as a state accessible and diverse tourism. Important areas of dissemination of positive image can be: revitalization of tourist information centers (TIC); wide advertising campaign promoting tourism opportunities of the country through tourism festivals and fairs; Ukraine's participation in major tourist events (fairs, exhibitions, tourist stores) to be presented; popularization of winter, summer and cultural activities, recreation for different age groups and specialized tourism;

Summarizing the above, it should outline the key areas of socialization of state regulation of recreation and tourism in Ukraine, namely:

- improvement of the legal framework in accordance with international law; the use of regulatory and legal mechanisms to protect the interests of domestic companies to foreign markets; implementation of complex standards recreational and tourist products and related services (hotel, restaurant industry, transport, trade, etc.); widespread practice certification recreational and tourist services, licensing of institutions that provide them; optimization mechanisms to attract domestic and foreign investors, small businesses and private initiative; new formation, maintenance and expansion of regional institutions interested in intensification of resort and recreational areas - economic associations, schools and business management, business support centers, agencies and foundations promoting local initiatives etc.

- strengthening of material and technological base and human capacities; improving network capacity and spa facilities in accordance with anthropogenic impact on the landscape and the needs of the population; implementation of environmental management mechanism; stimulate business activity in these economic activities; fundraising target undertakings to the implementation of programs of recreation and tourism; expansion of a network of leisure and recreation, restoration of historical and cultural monuments;

- development of the most promising types of recreational and tourist activities, which will be year-round long-and short-term rest and sanatorium-resort health improvement and treatment, sports and health, mountains, including mountaineering, hang glider, speleotourism, water and sea (in particular, yachting); hunting, pedestrian, rural, equestrian

tourism, business and business tourism, cultural and cognitive and other popular and new non-traditional types of tourism (ecological, rural green, etc.).

- achieving important goals of increasing coverage of health and recreation services; improvements in health and quality of life; accelerate human development in Ukraine as a whole and in all regions;

- improvement of advertising and information activities, promotion of recreational and tourist products in domestic and foreign markets; creating a network of tourist and resort information portals on the Internet; participation in international and national stores, fairs, festivals, conferences, symposia and forums; marketing research to study the demand for tourist and recreational services domestic and foreign consumers.

Thus, the recreational and tourist sphere has a powerful social effect, which can be substantially strengthened by the relevant state policy. It should be aimed at forming such a market environment, organizational, economic and legal conditions that would contribute to the development of business in this area, free competition of producers of tourist and recreational services within established social and environmental objectives, territorial regulations. Recreational and tourist potential is an important component of the modern national economy of Ukraine. Today in the recreation and tourism sector of Ukraine there are 8.5 thousand enterprises, of which almost 3.9 thousand. - subjects of tourist activity (licensed travel agencies and tour operators), over 2.6 thousand hotels and similar accommodation facilities, about 2 thousand. sanatorium and health resorts. Features of geographic location and relief, favorable climate, richness of natural resource, historical and cultural and tourist and recreational potential.

CONCLUSIONS

The book is the theoretical generalization and author of solving important scientific task - to study theoretical and methodological principles of securing and strengthening the social purpose of recreation and tourism Ukraine.

On the basis of research formulated the following conclusions and practical recommendations.

- Proved that recreation and tourism is an important part of national economy, combining an extensive system of recreational facilities, infrastructure companies and other related industries, which have close economic and industrial ties, sharing resources to meet the diverse health, cognitive, cultural and other needs of the population. The primary purpose

and function of recreation and tourism defined restoring health and vitality of human development.

- It was found that the role of tourism and recreation in the social development of society is revealed through a wide range of social effects: the development of the human person; restore health; improving the social aspects of economic development (growth in employment, income, economy and GDP, etc.). Social effects (results) functioning investigated areas presented a systemic whole, a matrix in which systematized and its differentiated social results on the following criteria: industry (internal and external), timing (current, medium- and long-term), levels (local, regional and macro). Proved that using the matrix can be built not only to ongoing monitoring and planning and development of recreation and tourism through the establishment of socially important social goals.

- Argued that Ukraine has formed all the objective conditions to become one of the leading tourism and recreation of the world, but the analysis of the current state of functioning of the domestic sphere of recreation and tourism insufficient evidence of its effectiveness. discovered negative trends in its development: the discrepancy quality characteristics, organizational and economic mechanisms of recreation and tourism infrastructure with international norms and standards; significant loss of recreational potential as a result of military aggression; lack of information and advertising software in domestic and especially foreign markets; reduction and quality of life; deterioration of social orientation and effectiveness others.

- Based on comprehensive assessment of the social impact of the operation of recreation and tourism, made according to the proposed method, found a prevalence of inbound outbound tourism; deterioration in coverage and access to recreation and tourism: reduced the number of

domestic and inbound tourists; of specialized accommodation facilities (spa facilities) - during the years 2001-2014. from 3304 to 1928od. (41.6%), respectively 10 thousand. Population - from 0.7 to 0.4; quantity recovered in sanatoriums decreased from 3012 to 1610 thousand. people (46.5%) to 10 thousand. population - from 622 to 375 people. Found adverse trends in coverage of rehabilitation and recreation socially vulnerable groups, namely in 2016 functioned 9,7 thousand. Children's healthcare institutions (by 43.9% less than in 2010); reduced the number of recovered children of privileged categories of 490 thousand. to 244 thousand., including: children from large and poor families from 320.3 to 169.3 thousand.; children affected by the Chernobyl disaster - from 79.3 to 23.2; orphans and children without parental care - from 67.6 to 37.8;

- Positive growth trends, the number of such facilities as hotels and similar accommodation facilities for them, business tourism, the number of people served. However, given that these institutions provide services mostly for a fee, then take them to the positive characteristics of human development is possible only if the simultaneous growth of personal income. Revealed deterioration in employment in the field of recreation and tourism, namely the average number of full-time employees in health centers from 2001 to 2016 - by 57.9% (relative to 2013 - by 41.6%); employment rates - from 2005 by 15% (from 2013 - 29.6%). Instead, a growth in employment in the tourism activities 10632 (2005 g.) To 11,513 people (2016), which compared to 2013 less than 15%.

- Proved that empower people to travel and Ukraine should be healthier by increasing the level of income and economic stability due to the growth of GDP. An important area of social impacts of recreation and tourism defined small business development in this area, which is effective stabilization mechanism and means of implementing a particular business

potential of the population. This increases employment, promotes the growth of revenues, increased market flexibility and a greater focus on its social demands and needs of consumers. Emphasized that especially important in the context of strengthening the social dimension of recreation and tourism becomes rural tourism, for which Ukraine formed the necessary economic and institutional background.

- Argued the possibility of increasing the social and economic impact of the operation areas of recreation and tourism in Ukraine through: development and implementation of socially oriented state development strategies, improvement of state regulation in the direction of continuous monitoring of the achievement of socially important purposes activation mechanisms of state-private partnership, effective local government; state support for inbound, domestic and social tourism; improving the safety of tourism; support for small and medium businesses in the tourism sector; develop a mechanism to coordinate the activities of local executive authorities and business tourism business.

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APPLICATIONS

Appendix A

Classification of recreation and tourism *

Recreation		Tourism	
classifications	Kind	classifications	Kind
<i>The main motive recreation</i>	Treatment Health and sports Informative	<i>Purpose of travel</i>	Therapeutic Selling (recreational) Sports businesslike Cultural and educational Religious Ethnic
<i>The use of vehicles</i>	Automotive (individual) Bus Aviation (scheduled and charter) Train Teplohidna (ships, cruise)	<i>The use of vehicles</i>	Automobile Railway Navigable Aircraft (including space) bicycle Motorbike Horse and cartage

<i>The number of participants</i>	Individual Group	<i>The number of participants travel</i>	Individual, group Organized amateur
<i>By age</i>	Children Adult Mixed	<i>The age of participants</i>	Baby youthful Tourism adults The so-called Tourism third age
<i>The nature of the organization</i>	Regulated (planned) Amateur (organized and unorganized)	<i>The nature of the organization of travel</i>	Individual, group Organized amateur
<i>For seasonal</i>	Year-round The seasonal (summer, winter)	<i>The intensity of tourist traffic</i>	Constant Seasonal
<i>On a territorial basis</i>	Suburban (local) Vnutrirayonna (national) International	<i>Location tourist areas</i>	Mountain Water Agriculture and other
<i>For the duration</i>	Short-term Continued	<i>Time spent in travel</i> <i>The risk for life</i>	Short Long Traditional Extreme
<i>Source of funding tourists</i>	Social Commercial	<i>Source of funding tourists</i>	Social Commercial
<i>According to legal status</i>	National (domestic) International (foreign)	<i>According to legal status</i>	National (domestic) International (foreign)
<i>The nature of the use of recreational resources</i>	Klimatolikuvalna, spa, hryazelikuvalna Route, walking and sports, industrial and walking, swimming, beach, water sports, water walking, diving, fishing, hunting, ski, mountaineering Naturalistic, cultural and historical	<i>The nature of the use of recreational and tourism resources</i>	Therapeutic Selling (recreational) Sports businesslike Cultural and educational Religious Ethnic Automobile Railway Navigable Aircraft (including space) bicycle Motorbike Horse and cartage
<i>Class of service tourists</i>	Mass Exclusive	<i>Class tourist services</i>	Mass Exclusive (VIP - tourism, luxury tourism)

<i>As the degree of mobility</i>	Stationary wandering	<i>As the degree of mobility</i>	Active Passive
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Appendix B.1

Distribution by category and tourists to visit in the years 2011-2014. *

Indicator	All served tourists					Including domestic				
	011	012	013	014	014 to 2011,% +/-	011	012	013	014	2014 to 2011,% +/-
All tourists thousand.	200	001	157	425	10.2	16	74	38	23	45.1
Including to visit: , business or study: thousand. people	7	88	90	49	54.0	1	48	26	4	103.5
%	.4	.3	.0	.2	.8	0.0	9.1	3.4	2.9	12.9
leisure, recreation, thousand. people	858	595	746	233	20.2	78	21	25	16	45.2
%	4.5	6.5	7.0	2.1	.6	6.7	4.4	0.4	6.8	0.1
treatment: thousand. people	73	42	8	9	6.9	16	5	0	6	22.1
%	.9	.7	.2	.2	6.7	6.2	1.0	.4	.0	-8.3
sports tourism: thousand. people	7	5	9		.9	8	4	7		4.1
%	.2	.8	.6	.1	2.0	.3	.7	.9	.5	-4.8
specialized tourism: thousand. people			0	.3	.1					0.0
%	.2	.3	.3	.01	0.19	.3	.3	.2	.01	-0.3
other: thousand. people	1	2	3	0	9.9	1				55.4
%	.9	.4	.9	.4	0.5	.5	.5	.7	.8	0.3

* Source: [85].

Appendix B.2

The number of travelers and tourists, travel agents and tour operators served by region, 2014 *

Region by region	The number of tourists served			The number of tourists served		
	all	in the calculation 10,000 population	including domestic tourists	in the calculation 10000 nase-PRINCIPLES FOR GOOD	all	in the calculation on 10000 nase-PRINCIPLES FOR GOOD GOVERNANCE

		the universe		GOVERNANCE		
Ukraine	2216957	516	274995	64	1109180	258
Vinnitsia	10223	63	5161	32	1776	11
Volyn	5352	51	1798	17	4863	47
Dnipropetrovsk	26332	80	3024	9	765	2
Donetsk	12084	28	7102	17	538	1
Zhytomyr	2515	20	393	3	-	-
Zakarpattia	7481	59	1645	13	1737	14
Zaporizhia	22448	127	7291	41	2096	12
Ivano-Frankivsk	60039	434	54950	397	1019564	7374
Kiev	6601	38	854	5	2082	12
Kirovohrad	3414	35	666	7	2358	24
Lugansk	307	1	23	0	-	-
Lviv	78630	310	24896	98	11625	46
Mykolaiv	6059	52	1169	10	210	2
Odessa	32475	136	4534	19	4179	17
Poltava	4902	34	842	6	11785	81
Rivne	3953	34	192	2	805	7
Sums	6471	58	2395	21	1815	16
Ternopil	5744	54	4059	38	871	8
Kharkov	56131	206	2527	9	2317	8
Herson	5485	51	3380	32	290	3
Khmelnytsky	10589	81	2773	21	6482	50
Cherkassy	3445	28	961	8	5073	41
Chernivtsi	10553	116	1872	21	270	3
Chernihiv	2652	25	194	2	1087	10
m. Kyiv	1833072	6347	142294	493	26592	92

* Source: [85].

Appendix B.3

Distribution of tourists served by tour operators and travel agents, for the following reasons and types of tourism by region, 2015 *

Region by region	Served tourists all	In particular for the following reasons		Share serviced for the following reasons tourists in the total number of tourists served%	
		leisure holiday	treatment	leisure holiday	treatment
Ukraine	2216957	2032993	23918	91.7	1.1
Vinnitsia	10223	9834	31	96.2	0.3
Volyn	5352	4913	414	91.8	7.7
Dnipropetrovsk	26332	25273	817	96.0	3.1
Donetsk	12084	9891	44	81.9	0.4
Zhytomyr	2515	2467	10	98.1	0.4
Zakarpattia	7481	7157	21	95.7	0.3
Zaporizhia	22448	21875	132	97.4	0.6
Ivano-Frankivsk	60039	56732	226	94.5	0.4
Kiev	6601	5691	23	86.2	0.3
Kirovohrad	3414	3363	22	98.5	0.6

Lugansk	307	307	-	100.0	-
Lviv	78630	63128	15236	80.3	19.4
Mykolaiv	6059	6005	26	99.1	0.4
Odessa	32475	29961	165	92.3	0.5
Poltava	4902	4821	21	98.3	0.4
Rivne	3953	3932	20	99.5	0.5
Sums	6471	5891	31	91.0	0.5
Ternopil	5744	5602	-	97.5	-
Kharkov	56131	56077	16	99.9	0.0
Herson	5485	4453	322	81.2	5.9
Khmelnysky	10589	8672	18	81.9	0.2
Cherkassy	3445	3354	39	97.4	1.1
Chernivtsi	10553	10029	84	95.0	0.8
Chernihiv	2652	2646	1	99.8	0.0
m. Kyiv	1833072	1680919	6199	91.7	0.3

Appendix B.4

Average domestic tourists, tour operators and travel agents served, for the following reasons, by region, 2015. *

Region by region	Served domestic tourists all	In particular for the following reasons:		The share of domestic tourists served for the following reasons served in the total number of domestic tourists,%		The share of domestic tourists served for the following reasons served in the total number of tourists%		Served share of domestic tourists in the total number of tourists served%
		leisure holiday	treatment	leisure holiday	treatment	leisure holiday	treatment	
Ukraine	274995	174115	21153	63.3	7.7	7.9	1.0	12.4
Vinnysia	5161	4772	31	92.5	0.6	46.7	0.3	50.5
Volyn	1798	1661	137	92.4	7.6	31.0	2.6	33.6
Dnipropetrovsk	3024	2238	648	74.0	21.4	8.5	2.5	11.5
Donetsk	7102	5166	15	72.7	0.2	42.8	0.1	58.8
Zhytomyr	393	392	1	99.7	0.3	15.6	0.0	15.6
Zakarpattia	1645	1612	8	98.0	0.5	21.5	0.1	22.0
Zaporizhia	7291	7015	41	96.2	0.6	31.3	0.2	32.5
Ivano-Frankivsk	54950	51668	224	94.0	0.4	86.1	0.4	91.5
Kiev	854	378	22	44.3	2.6	5.7	0.3	12.9

Kirovohrad	666	652	14	97.9	2.1	19.1	0.4	19.5
Lugansk	23	23	-	100.0	-	7.5	-	7.5
Lviv	24896	10625	14085	42.7	56.6	13.5	17.9	31.7
Mykolaiv	1169	1125	21	96.2	1.8	18.6	0.3	19.3
Odessa	4534	3473	53	76.6	1.2	10.7	0.2	14.0
Poltava	842	823	19	97.7	2.3	16.8	0.4	17.2
Rivne	192	190	2	99.0	1.0	4.8	0.1	4.9
Sums	2395	1977	31	82.5	1.3	30.6	0.5	37.0
Ternopil	4059	3955	-	97.4	-	68.9	-	70.7
Kharkov	2527	2502	13	99.0	0.5	4.5	0.0	4.5
Herson	3380	2982	322	88.2	9.5	54.4	5.9	61.6
Khmelnytsky	2773	2130	16	76.8	0.6	20.1	0.2	26.2
Cherkassy	961	928	33	96.6	3.4	26.9	1.0	27.9
Chernivtsi	1872	1748	46	93.4	2.5	16.6	0.4	17.7
Chernihiv	194	193	1	99.5	0.5	7.3	0.0	7.3
m. Kyiv	142294	65887	5370	46.3	3.8	3.6		7.8

Source: [85].

Appendix F.1

The structure of the budget used for rehabilitation and recreation of children as of September 1, 2013-2015. *

Indicator	All			Including														
				for training						to host								
				all			including the strengthening of logistics facilities			all			sanitation			recreation		
	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015	2013	2014	2015			
The amount of used budget funds everything million	634.9	475.0	527.3	73.4	35.2	37.8	59.6	24.6	23.9	561.4	439.9	489.5	386.7	323.7	365.9	174.7	116.2	123.6
Including: State Budget of Ukraine million	35.4	42.1	-	-	-	-	-	-	-	35.4	42.1	-	35.4	42.1	-	-	-	-
%	5.6	8.9	-	-	-	-	-	-	-	6.3	9.6	-	9.1	13.0	-	-	-	-
Budget funds ARC, regional,	297.7	213.9	260.1	39.8	10.3	11.3	35.0	8.2	4.5	254.9	203.7	248.8	234.1	194.2	242.5	23.8	9.4	6.3

m. Kyiv and Sevastopol million **																			
%	46.9	45.0	49.3	54.2	29.3	30.0	58.7	33.4	18.8	45.9	46.3	50.8	60.5	60.0	66.3	13.6	8.1	5.1	
Republican budgets of cities in Crimea, regional centers and district budgets, million **	301.8	219.0	267.2	33.7	24.9	26.4	24.6	16.4	19.4	268.1	194.1	240.7	117.2	87.4	123.4	150.9	106.8	117.3	
	47.5	46.1	50.7	45.8	70.7	70.0	41.3	66.6	81.2	47.8	44.1	49.2	30.3	27.0	33.7	86.4	91.9	94.9	

Source: [90, p. 52; 93, p. 52; 94, p. 53].

** 2014-2015 biennium. Without ARC and c. Sevastopol.

Information: Social Insurance Fund on temporary disability, for rehabilitation, in 2013 - 360.8; 2014 - 325.4; to rest respectively - 0.1 and 0.9 million. Other borrowed funds (trade unions, parents, businesses, institutions and organizations, sponsorship money): the rehabilitation: 2013 - 775.6; 2014 - 368.1; 2015 - 625.7; pursuant to rest - 219.5; 180.4; 218.8 million USD.

Appendix E.2

The evolution of the child care health and rest, who worked in the summer,
by region *

Region by region	2000	Rank	2005	2010	2011	2012	2013	ank	2014	ank	2015	Rank	2013 to 2000%	2013 to 2012,%	2015 to 2014,%	2015 to 2013,%	2015 to 2010,%
Number of establishments, units.																	
Ukraine	7615	-	8366	17342	17703	17744	18549	3977	9743				243.6	104.5	69.7	52.5	56.2
ARC	257	12	613	598	723	668	688	13	-	-	-	-	267.7	103.0	-	-	-
Vinnitsia	64	19	806	803	795	813	826	10	629	9	244	17	1290.6	101.6	38.8	29.5	30.4
Volyn	162	17	564	602	617	638	649	14	552	13	209	18	400.6	101.7	37.9	32.2	34.7
Dnipropetrovsk	207	14	788	922	999	1049	1000	6	913	3	860	1	483.1	95.3	94.2	86.0	93.3
Donetsk	494	6	924	983	996	992	1093	1	590	10	324	14	221.3	110.2	54.9	29.6	33.0
Zhytomyr	28	26	528	526	508	494	536	19	444	18	182	20	1914.3	108.5	41.0	34.0	34.6
Zakarpatya	50	21	489	557	569	575	611	15	321	21	333	12	1222.0	106.3	103.7	54.5	59.8
Zaporizhia	193	16	378	328	321	331	374	25	294	22	264	16	193.8	113.0	89.8	70.6	80.5
Ivano-Frankivsk	84	18	845	768	782	783	812	11	720	7	415	9	966.7	103.7	57.6	51.1	54.0
Kiev	200	15	390	522	553	477	520	22	400	19	382	11	260.0	109.0	95.5	73.5	73.2
Kirovohrad	311	10	511	551	588	560	554	18	542	15	533	7	178.1	98.9	98.3	96.2	96.7
Lugansk	587	3	954	880	786	771	788	12	193	23	167	21	134.2	102.2	86.5	21.2	19.0
Lviv	32	25	684	559	763	887	914	7	579	11	115	23	2856.3	103.0	19.9	12.6	20.6

Mykolaiv	326	9	523	545	541	531	530	21	496	16	325	13	162.6	99.8	65.5	61.3	59.6
Odessa	406	8	1116	1073	1033	1035	1042	2	997	1	686	6	256.7	100.7	68.8	65.8	63.9
Poltava	884	2	1022	1007	1000	999	1001	5	874	4	799	3	113.2	100.2	91.4	79.8	79.3
Rivne	27	27	535	577	515	545	575	16	571	12	207	19	2129.6	105.5	36.3	36.0	35.9
Sums	504	5	772	780	750	736	1010	4	732	6	689	5	200.4	137.2	94.1	68.2	88.3
Ternopil	50	21	642	311	424	443	484	24	184	24	85	24	968.0	109.3	46.2	17.6	27.3
Kharkov	301	11	1430	880	872	856	854	8	775	5	727	4	283.7	99.8	93.8	85.1	82.6
Herson	478	7	779	502	515	529	536	19	492	17	387	10	112.1	101.3	78.7	72.2	77.1
Khmelnysky	1052	1	872	871	869	834	833	9	687	8	267	15	79.2	99.9	38.9	32.1	30.7
Cherkassy	541	4	986	1004	1026	1004	1025	3	971	2	824	2	189.5	102.1	84.9	80.4	82.1
Chernivtsi	49	23	343	402	410	436	512	23	372	20	146	22	1044.9	117.4	39.2	28.5	36.3
Chernihiv	56	20	536	562	550	559	559	17	547	14	493	8	998.2	100.0	90.1	88.2	87.7
M. Kyiv	237	13	230	131	109	104	111	27	102	25	80	25	46.8	106.7	78.4	72.1	61.1
M. Sevastopol	35	24	106	98	89	95	112	26	-	-	-	-	320.0	117.9	-	-	-

Source: [90, 92, 93, 94].

Continued ext. E.2

Region by region	2000	Rank	2005	2010	2011	2012	2013	Rank	2014	Rank	2015	Rank	2013 to 2000 %	2013 to 2012, %	2015 to 2014, %	2015 to 2013, %	2015 to 2010, %
Number of seats in institutions, units.																	
Ukraine	227179	-	235716	196426	193686	188300	190892		126335		113298		84.0	101.4	89.7	59.4	57.7
ARC	26248	2	33931	34033	33516	34007	34158	1	-	-	-	-	130.1	100.4	-	-	-
Vinnysia	5835	12	6135	5601	5666	5636	5480	11	5380	9	4690	10	93.9	97.2	87.2	85.6	83.7
Volyn	2335	27	3152	3193	2945	2695	2730	22	2446	19	2576	19	116.9	101.3	105.3	94.4	80.7
Dnipropetrovsk	14066	6	14748	7022	6746	6818	6786	9	5484	8	5366	7	48.2	99.5	97.8	79.1	76.4
Donetsk	33488	1	32984	23170	22337	20130	19107	2	9200	4	5800	5	57.1	94.9	63.0	30.4	25.0
Zhytomyr	2709	25	3174	2936	3423	2740	2917	20	2787	18	2849	16	107.7	106.5	102.2	97.7	97.0
Zakarpattia	3662	17	6980	6115	5594	3855	5368	12	4926	11	4264	12	146.6	139.2	86.6	79.4	69.7
Zaporizhia	18922	3	18689	15477	13868	14418	14398	5	13457	2	11939	2	76.1	99.9	88.7	82.9	77.1
Ivano-Frankivsk	3643	18	3818	3862	3511	3995	3650	17	3892	14	3805	13	100.2	91.4	97.8	104.2	98.5
Kiev	4259	13	4020	4065	4363	3513	3693	16	4668	12	4315	11	86.7	105.1	92.4	116.8	106.2
Kirovohrad	3271	20	2807	2328	2148	1810	1825	24	1825	23	1500	24	55.8	100.8	82.2	82.2	64.4
Lugansk	15060	5	14082	10816	10831	10620	9720	6	225	25	1695	22	64.5	91.5	75.3	17.4	15.7
Lviv	3631	19	4092	3065	3136	3051	2740	21	2937	17	2800	17	75.5	89.8	95.3	102.2	91.4
Mykolaiv	11276	8	6518	5844	5846	5964	7352	7	6164	6	5134	8	65.2	123.3	83.3	69.8	87.9
Odessa	8668	9	11458	12841	12469	14336	15275	3	14250	1	12260	1	176.2	106.5	86.0	80.3	95.5
Poltava	7816	10	7067	6439	6172	6121	6699	10	6376	5	6004	4	85.7	109.4	94.2	89.6	93.2
Rivne	2840	24	2577	2225	1885	2215	1675	26	2070	21	1980	21	59.0	75.6	95.7	118.2	89.0
Sums	5955	11	5875	5050	5275	5151	5050	13	5290	10	4722	9	84.8	98.0	89.3	93.5	93.5
Ternopil	2640	26	2358	2238	2392	2666	2558	23	2304	20	2077	20	96.9	95.9	90.1	81.2	92.8
Kharkov	12156	7	10719	7571	7676	7100	7229	8	5766	7	5702	6	59.5	101.8	98.9	78.9	75.3
Herson	18030	4	18625	15728	15740	15202	15132	4	13214	3	11388	3	83.9	99.5	86.2	75.3	72.4
Khmelnysky	3738	16	2874	1804	2555	1627	1794	25	1853	22	1668	23	48.0	110.3	90.0	93.0	92.5
Cherkassy	3074	21	5088	3410	3468	3375	3879	14	3606	15	3263	15	126.2	114.9	90.5	84.1	95.7
Chernivtsi	3990	14	4265	3551	3420	3179	3160	19	2975	16	2775	18	79.2	99.4	93.3	87.8	78.1
Chernihiv	2952	23	4342	3505	3782	3726	3827	15	3982	13	3338	14	129.6	102.7	83.8	87.2	95.2
M. Kyiv	3910	15	2641	1272	1052	890	1270	27	1258	24	1388	25	32.5	142.7	110.3	109.3	109.1
M. Sevastopol	3005	22	2697	3265	3870	3460	3420	18	-	-	-	-	113.8	98.8	-	-	-
Region by region	2000	Rank	2005	2010	2011	2012	2013	Rank	2014	Rank	2015	Rank	2013 to 2000 %	2013 to 2012, %	2015 to 2014, %	2015 to 2013, %	2015 to 2010, %
The number of recovered children, persons																	

Ukraine	100457 8		214781 0	171805 2	178478 1	182503 6	201706 2		346190		91719 3		200.8	110.5	68.1	45.5	53.4
ARC	93003	2	145877	131478	165402	169364	177893	1	-	-	-	-	191.3	105.0	-	-	-
Vinnitsia	18157	17	91102	78361	78143	78312	81189	10	60700	8	27137	14	447.1	103.7	44.7	33.4	34.6
Volyn	15453	19	46435	55244	55630	55529	59205	16	47367	14	20438	19	383.1	106.6	43.1	34.5	37.0
Dnipropetrovsk	46503	8	120674	95675	102838	110117	112085	3	98784	2	90056	2	241.0	101.8	91.2	80.3	94.1
Donetsk	122839	1	143892	106440	100756	96979	111590	4	44210	18	24935	15	90.8	115.1	56.4	22.3	23.4
Zhytomyr	10127	26	46161	34229	33970	36860	43225	23	34770	22	17102	21	426.8	117.3	49.2	39.6	50.0
Zakarpattia	16156	18	90516	77812	79403	81164	95933	8	45576	17	45175	8	593.8	118.2	99.1	47.1	58.1
Zaporizhia	61035	6	80295	52672	46029	49128	51124	20	45899	16	35592	11	83.8	104.1	77.5	69.6	67.6
Ivano-Frankivsk	11883	22	96989	83588	82568	83082	96262	7	76114	4	41375	9	810.1	115.9	54.4	43.0	49.5
Kiev	23002	16	42346	37924	45239	34755	47214	21	41343	19	30566	12	205.3	135.8	73.9	64.7	80.6
Kirovohrad	24511	15	39978	37860	45583	54854	58354	17	52014	12	37640	10	238.1	106.4	72.4	64.5	99.4
Lugansk	63536	5	86899	62294	53392	54143	53558	19	9836	25	9398	23	84.3	98.9	95.5	17.5	15.1
Lviv	10745	24	89219	49964	91267	94233	106724	6	61448	7	15200	22	993.2	113.3	24.7	14.2	30.4
Mykolaiv	33060	12	52370	38902	38505	39077	45566	22	36657	20	24254	16	137.8	116.6	66.2	53.2	62.3
Odessa	46415	9	148087	132316	136646	145741	160773	2	14348 6	1	11322 7	1	346.4	110.3	78.9	70.4	85.6
Poltava	58440	7	62287	56301	54262	55508	57600	18	50894	13	47142	5	98.6	103.8	92.6	81.8	83.7
Rivne	12531	21	61907	66650	55678	61398	66206	14	60677	9	23958	17	528.3	107.8	39.5	36.2	35.9
Sums	37282	11	62465	54469	54094	53721	75333	12	55341	11	46525	6	202.1	140.2	84.1	61.8	85.4
Ternopil	9816	27	66853	23800	28927	32258	35283	24	13485	23	6171	25	359.4	109.4	45.8	17.5	25.9
Kharkov	37290	10	123800	106962	105777	101608	109170	5	91554	3	86967	3	292.8	107.4	95.0	79.7	81.3
Herson	76155	4	119383	72223	71623	80055	85621	9	64205	5	45742	7	112.4	107.0	71.2	53.4	63.3
Khmelnitsky	78736	3	111524	84474	83788	77682	80674	11	57664	10	22420	18	102.5	103.9	38.9	27.8	26.5
Cherkassy	32629	13	70159	60417	60323	61195	65652	15	62264	6	48983	4	201.2	107.3	78.7	74.6	81.1
Chernivtsi	12763	20	57038	52337	51673	51803	67354	13	46263	15	19833	20	527.7	130.0	42.9	29.4	37.9
Chernihiv	10580	25	44257	35614	35036	34866	35051	25	34866	21	28414	13	331.3	100.5	81.5	81.1	79.8
M. Kyiv	30557	14	23886	10964	9620	9354	11274	27	10773	24	8943	24	36.9	120.5	83.0	79.3	81.6
M. Sevastopol	11374	23	23411	19082	18609	22250	27149	26	-	-	-	-	238.7	122.0	-	-	-

End ext. E.2

annex E.3

Performance improvement of certain categories of children in regions of persons *

, Regions	2000	Rank	2005	2010	2012	2013	Rank	2014	Rank	2015	Rank	2013 to 2000%	2013 to 2012 %	2015 to 2014%	2015 to 2013%
Orphans and children deprived of parental care															
Ukraine	72398		90196	67569	70055	64762		42898		37804		89.5	92.4	88.1	58.4
ARC	4758	4	6501	5800	8823	7115	1					149.5	80.6		
Vinnitsia	5234	2	2713	1802	1344	1615	14	1243	14	859	15	30.9	120.2	69.1	53.2
Volyn	811	24	1762	1151	1057	1074	21	939	21	648	18	132.4	101.6	69.0	60.3
Dnipropetrovsk	3616	6	5459	2271	2373	2289	11	1966	9	2061	5	63.3	96.5	104.8	90.0
Donetsk	11050	1	13254	6599	5544	5651	4	2529	5	1431	11	51.1	101.9	56.6	25.3
Zhytomyr	1480	21	2638	2193	2080	2544	8	1987	8	1452	10	171.9	122.3	73.1	57.1
Zakarpattia	2063	15	2492	1104	1304	1422	16	1383	13	1080	14	68.9	109.0	78.1	75.9
Zaporizhia	3600	7	4386	5929	5726	4439	5	2434	6	4690	2	123.3	77.5	192.7	105.7
Ivano-Frankivsk	1729	17	2274	1595	1313	1287	19	1115	16	1089	13	74.4	98.0	97.7	84.6
Kiev	1017	23	889	801	573	766	24	989	18	792	17	75.3	133.7	80.1	103.4
Kirovohrad	1958	16	2369	2878	3260	2922	7	2664	3	2178	4	149.2	89.6	81.8	74.5
Lugansk	5037	3	4514	3524	2833	2324	9	230	24	295	24	46.1	82.0	128.3	12.7
Lviv	2678	10	2749	2057	1626	1417	17	729	22	545	22	52.9	87.1	74.8	38.5
Mykolaiv	2311	12	2922	2707	3704	3370	6	2542	4	1494	9	145.8	91.0	58.8	44.3
Odessa	4035	5	6708	6522	8022	6794	2	6147	1	6078	1	168.4	84.7	98.9	89.5
Poltava	2848	9	4040	2048	2480	2096	13	1784	10	1821	7	73.6	84.5	102.1	86.9
Rivne	532	26	1509	912	838	992	22	985	19	561	21	186.5	118.4	57.0	56.6
Sums	1510	20	1526	1803	1938	2240	12	1758	11	1610	8	148.3	115.6	91.6	71.9
Ternopil	433	27	1195	472	589	679	25	465	23	329	23	156.8	115.3	70.8	48.5
Kharkov	2116	14	3533	2476	2539	2302	10	2233	7	2051	6	108.8	90.7	91.8	89.1
Herson	3585	8	6758	5811	5515	5725	3	4123	2	3471	3	159.7	103.8	84.2	60.6
Khmelnitsky	1545	19	2484	1434	1439	1365	18	1072	17	579	20	88.3	94.9	54.0	42.4
Cherkassy	2155	13	3199	1984	1411	1438	15	1416	12	1130	12	66.7	101.9	79.8	78.6
Chernivtsi	1605	18	1137	1006	1191	1237	20	1131	15	607	19	77.1	103.9	53.7	49.1
Chernihiv	1339	22	1851	1147	986	986	23	946	20	819	16	73.6	100.0	86.6	83.1

M. Kyiv	2621	11	268	115	131	104	27	88	25	134	25	4.0	79.4	152.3	128.8
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Source: [90, 92, 93, 94].

Continued ext. E.3

, Regions	2000	Rank	2005	2010	2012	2013	Rank	2014	Rank	2015	Rank	2013 to 2000%	2013 to 2012%	2015 to 2014%	2015 to 2013%
Children with disabilities															
Ukraine	6409		24627	22706	24057	25849		18511		13476		403.3	107.4	72.8	52.1
ARC	93	19	746	1440	1645	1591	2					1710.8	96.7		
Vinnitsia	10	25	875	1019	967	1002	14	698	15	291	20	10020.0	103.6	41.7	29.0
Volyn	42	24	705	972	929	996	15	857	9	460	11	2371.4	107.2	53.7	46.2
Dnipropetrovsk	382	5	1503	958	1044	952	16	897	8	793	5	249.2	91.2	88.4	83.3
Donetsk	728	2	1492	1810	812	1188	7	401	21	332	19	163.2	146.3	82.8	27.9
Zhytomyr	69	21	492	482	484	537	23	576	18	395	15	778.3	111.0	68.6	73.6
Zakarpattia	65	22	1099	798	957	1100	12	590	17	655	8	1692.3	114.9	111.0	59.5
Zaporizhia	215	11	752	752	648	601	20	387	22	387	16	279.5	92.7	100.0	64.4
Ivano-Frankivsk	47	23	1065	1119	1243	1437	3	931	6	515	10	3057.4	115.6	55.3	35.8
Kiev	98	18	440	541	373	616	19	513	19	429	13	628.6	165.1	83.6	69.6
Kirovohrad	382	5	725	844	1009	1127	11	997	5	857	4	295.0	111.7	86.0	76.0
Lugansk	270	10	929	745	607	531	24	95	24	96	24	196.7	87.5	101.1	18.1
Lviv	79	20	1440	771	1359	1383	4	743	12	190	22	1750.6	101.8	25.6	13.7
Mykolaiv	161	13	581	494	498	566	22	704	13	353	18	351.6	113.7	50.1	62.4
Odessa	297	8	1574	1815	2410	2383	1	2210	1	1943	1	802.4	98.9	87.9	81.5
Poltava	166	12	526	652	711	769	17	594	16	519	9	463.3	108.2	87.4	67.5
Rivne	120	16	1065	1031	1010	1185	8	1124	3	399	14	987.5	117.3	35.5	33.7
Sums	112	17	746	766	917	1185	8	806	11	702	7	1058.0	129.2	87.1	59.2
Ternopil	148	15	358	309	604	639	18	189	23	154	23	431.8	105.8	81.5	24.1
Kharkov	376	7	1701	1147	1256	1296	6	1126	2	1183	2	344.7	103.2	105.1	91.3
Herson	463	3	1241	598	698	584	21	700	14	782	6	126.1	83.7	111.7	133.9
Khmelnytsky	1206	1	1803	1222	1096	1166	10	902	7	359	17	96.7	106.4	39.8	30.8
Cherkassy	280	9	1189	1112	1117	1299	5	1054	4	887	3	463.9	116.3	84.2	68.3
Chernivtsi	154	14	595	746	762	1048	13	851	10	264	21	680.5	137.5	31.0	25.2
Chernihiv	6	27	426	421	792	470	25	475	20	450	12	7833.3	59.3	94.7	95.7
M. Kyiv	433	4	377	36	28	41	27	91	25	81	25	9.5	146.4	89.0	197.6
M. Sevastopol	7	26	182	106	81	157	26					2242.9	193.8		

Continued ext. E.3

, Regions	2000	Rank	2005	2010	2012	2013	Rank	2014	Rank	2015	Rank	2013 to 2000%	2013 to 2012%	2015 to 2014%	2015 to 2013%
Children who suffered from the Chernobyl disaster															
Ukraine	82703		100289	79329	75956	90260		69381		23179		109.1	118.8	33.4	25.7
ARC	1658	19	1327	828	682	955	14					57.6	140.0		
Vinnitsia	5758	4	5390	4235	3918	4262	7	2504	6	589	11	74.0	108.8	23.5	13.8
Volyn	6019	3	7837	8188	10057	10636	3	9467	3	877	8	176.7	105.8	9.3	8.2
Dnipropetrovsk	938	24	1595	786	649	570	20	406	15	336	14	60.8	87.8	82.8	58.9
Donetsk	1442	22	1289	562	316	377	21	155	20	66	22	26.1	119.3	42.6	17.5
Zhytomyr	4249	7	7698	6293	6321	8043	4	5565	5	2919	4	189.3	127.2	52.5	36.3
Zakarpattia	1472	21	797	416	315	339	24	148	21	100	19	23.0	107.6	67.6	29.5
Zaporizhia	3822	8	1686	766	685	751	16	103	22	79	21	19.6	109.6	76.7	10.5
Ivano-Frankivsk	2656	12	1773	635	593	711	17	473	13	374	13	26.8	119.9	79.1	52.6
Kiev	10827	1	14113	13783	7623	15488	2	11925	2	4286	1	143.0	203.2	35.9	27.7
Kirovohrad	1575	20	1090	746	733	665	18	575	12	422	12	42.2	90.7	73.4	63.5
Lugansk	816	25	1099	393	271	231	25	43	25	40	24	28.3	85.2	93.0	17.3
Lviv	2399	15	1656	348	375	340	22	227	19	53	23	14.2	90.7	23.3	15.6
Mykolaiv	2530	14	801	444	402	340	22	285	18	153	17	13.4	84.6	53.7	45.0
Odessa	2033	16	2333	1273	891	970	13	927	10	759	9	47.7	108.9	81.9	78.2
Poltava	3265	10	1964	1444	1421	1328	10	1027	9	880	7	40.7	93.5	85.7	66.3
Rivne	7173	2	26588	23726	22217	23082	1	23482	1	3026	3	321.8	103.9	12.9	13.1
Sums	2535	13	1660	851	894	926	15	645	11	612	10	36.5	103.6	94.9	66.1
Ternopil	2838	11	2749	534	1590	2633	8	50	24	106	18	92.8	165.6	212.0	4.0
Kharkov	450	26	2292	1183	2662	1205	11	1077	8	908	6	267.8	45.3	84.3	75.4
Herson	4330	6	1800	1311	4027	4904	6	358	16	200	15	113.3	121.8	55.9	4.1
Khmelnytsky	1880	17	1523	695	598	606	19	461	14	187	16	32.2	101.3	40.6	30.9
Cherkassy	3377	9	7847	6392	6506	7841	5	7472	4	3621	2	232.2	120.5	48.5	46.2
Chernivtsi	1668	18	1853	1758	388	1108	12	324	17	97	20	66.4	285.6	29.9	8.8
Chernihiv	5247	5	964	1590	1725	1736	9	1591	7	2467	5	33.1	100.6	155.1	142.1
M. Kyiv	1335	23	181	116	67	168	26	91	23	22	25	12.6	250.7	24.2	13.1
M. Sevastopol	411	27	384	33	30	45	27					10.9	150.0		

End ext. E.3

, Regions	2000	Rank	2005	2010	2012	2013	Rank	2014	Rank	2015	Rank	2013 to 2000%	2013 to 2012%	2015 to 2014%	2015 to 2013%
Children from large and poor families															
Ukraine	229516		576563	320333	327885	361271		270211		169280		157.4	110.2	62.6	46.9
ARC	9853	9	15359	13067	15528	16949	8					172.0	109.2		
Vinnitsia	2165	24	22561	15299	14139	15209	9	11099	10	5415	15	702.5	107.6	48.8	35.6
Volyn	3650	19	23722	21373	21870	22729	6	18506	5	6440	12	622.7	103.9	34.8	28.3
Dnipropetrovsk	8493	12	26645	12690	13702	14015	10	12265	8	10747	3	165.0	102.3	87.6	76.7
Donetsk	21536	2	20333	11516	8635	10325	17	4064	23	3618	21	47.9	119.6	89.0	35.0
Zhytomyr	1289	26	15106	9309	9678	11788	12	9029	15	5906	13	914.5	121.8	65.4	50.1
Zakarpattia	6460	15	43512	22262	22680	25348	4	13170	7	15328	2	392.4	111.8	116.4	60.5
Zaporizhia	8219	13	12898	6699	7766	7245	22	5800	20	4499	20	88.1	93.3	77.6	62.1
Ivano-Frankivsk	2271	22	38097	22726	23549	26552	3	21201	3	10465	4	1169.2	112.8	49.4	39.4
Kiev	4465	18	12228	5977	4580	5366	24	5226	21	4645	18	120.2	117.2	88.9	86.6
Kirovohrad	8036	14	12510	8692	9834	10508	14	10807	11	9583	6	130.8	106.9	88.7	91.2
Lugansk	15013	5	14366	5529	4441	5169	25	1322	24	1502	24	34.4	116.4	113.6	29.1
Lviv	2665	21	37532	16695	27694	27269	2	19213	4	3191	22	1023.2	98.5	16.6	11.7
Mykolaiv	9924	8	13489	6048	7938	8651	20	7715	16	4869	16	87.2	109.0	63.1	56.3
Odessa	17181	3	50575	25912	26427	30226	1	25155	1	16179	1	175.9	114.4	64.3	53.5
Poltava	16677	4	13842	8414	7903	8416	21	7675	17	8083	8	50.5	106.5	105.3	96.0
Rivne	2180	23	27769	24677	21380	24956	5	23660	2	7344	10	1144.8	116.7	31.0	29.4
Sums	9430	11	16340	7964	6967	9210	19	7503	18	7254	11	97.7	132.2	96.7	78.8
Ternopil	2838	20	20754	6119	8680	9590	18	4263	22	2587	23	337.9	110.5	60.7	27.0
Kharkov	9836	10	24137	9917	9815	10426	15	9492	14	9884	5	106.0	106.2	104.1	94.8
Herson	13356	7	25575	9502	9690	10568	13	10376	12	7501	9	79.1	109.1	72.3	71.0
Khmelnysky	27748	1	27424	13453	12272	13474	11	11103	9	4556	19	48.6	109.8	41.0	33.8
Cherkassy	13387	6	19360	9542	9042	10412	16	9904	13	8431	7	77.8	115.2	85.1	81.0
Chernivtsi	4567	17	20721	16511	15461	18846	7	14999	6	4789	17	412.7	121.9	31.9	25.4
Chernihiv	1802	25	12364	5574	5419	6228	23	6165	19	5863	14	345.6	114.9	95.1	94.1
M. Kyiv	5278	16	4548	400	383	527	27	499	25	601	25	10.0	137.6	120.4	114.0
M. Sevastopol	1197	27	4796	4466	2412	1269	26					106.0	52.6		

Appendix ZH.1

The level of development of logistics recreation and tourism, 2000-2016rr.

Region by region	Ii1 the number of seats			Ii2 largest serviced / persons recovered			Ii recreation and tourism
	In hotels and similar	In sanatorium establishments	The integral index	In hotels and similar	In sanatorium establishments	The integral index	
Ukraine	1,000	1,000	1,000	1,000	1,000	1,000	1,000
ARC	2.998	6.109	4.280	1.846	6.832	3.552	3.916
Vinnitsia	0,380	.350	.365	.457	.590	.519	.442
Volyn	.701	0,413	.538	.949	.479	.674	.606
Dnipropetrovsk	.998	.654	.808	0.771	.673	.720	.764
Donetsk	.466	1,139	.728	.451	.887	.632	0.68
Zhytomyr	.687	.241	.407	.529	.265	0,375	.391
Zakarpattia	1,168	.519	.778	0.997	.834	.911	0.844
Zaporizhia	.626	1.672	1,023	.631	1.657	1,023	1,023
Ivano-Frankivsk	.823	.292	.490	.678	.459	.558	.524
Kiev	.603	.851	.716	.842	.561	.688	.702
Kirovohrad	0,421	0.257	.329	0,421	.210	.297	.313
Lugansk	.519	.302	.396	.378	.399	.388	.392
Lviv	1.281	.785	1,003	1,217	1.467	1.336	1,169
Mykolaiv	1,053	2,335	1,568	.693	1.630	1,063	1,315
Odessa	1,170	2.207	1,607	1,217	1.681	1,430	1,518
Poltava	.692	.443	.554	.739	.655	.695	.624
Rivne	.679	.282	.437	.806	.370	.546	.491
Sums	.622	.290	0,425	.559	.215	.347	.386
Ternopil	.978	.216	.459	0.691	.246	.412	0.435

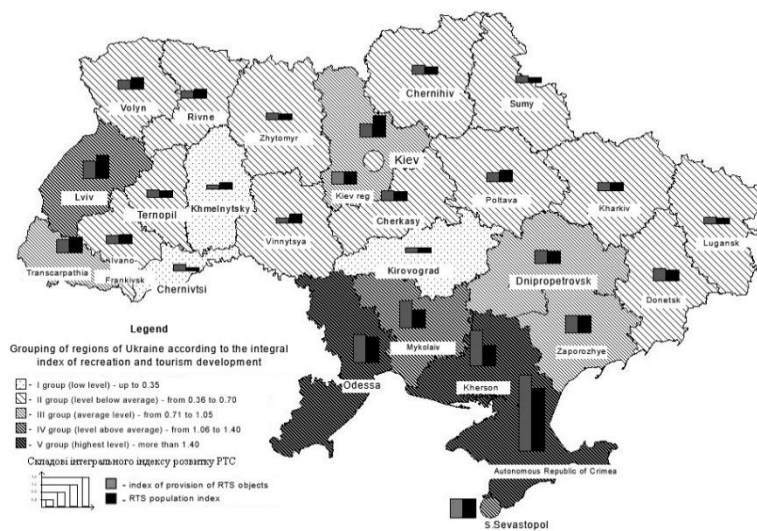
Kharkov	.505	.447	0.475	0.717	.364	.511	.493
Herson	1.382	2.903	2.003	.654	2.179	1.194	1,598
Khmelnysky	0.501	0.150	.274	.777	.208	.402	.338
Cherkassy	.752	.489	.606	.789	.420	.576	.591
Chernivtsi	1,032	.175	0,425	.803	.059	0.218	.321
Chernihiv	.748	.443	0,575	.780	.249	.441	0,508
m. Kyiv	2.163	.286	.786	4.224	.350	1.216	1.001
m. Sevastopol	1.296	.919	1,092	1,200	.954	1.070	1,081

* Source: developed by the author.

Appendix ZH.2

Grouping regions of Ukraine by a combined index of recreation and tourism, 2000-2016 biennium.

(Developed by the author)



Appendix ZH.3

The level of development of recreation and tourism for the integral index,
2000-2016 years. *

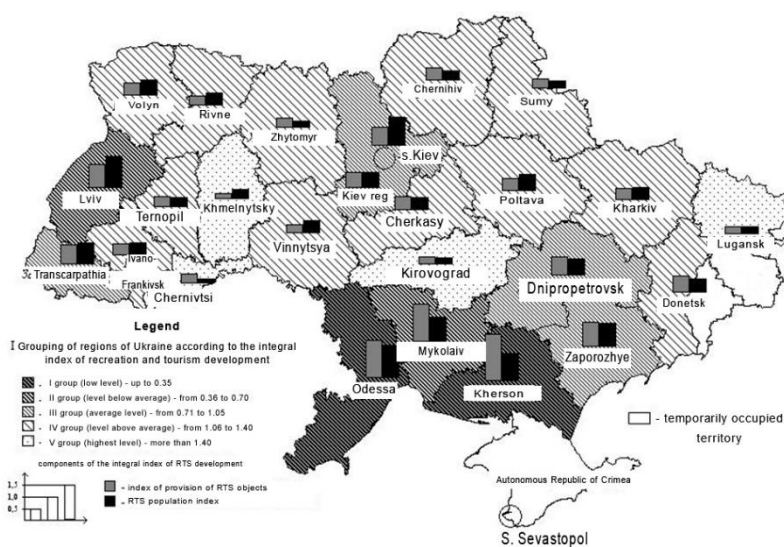
Region by region	Ii1 the number of seats			Ii2 largest serviced / persons recovered			Ii recreation and tourism
	In hotels and similar	In sanatorium establishments	The integral index	In hotels and similar	In sanatorium establishments	The integral index	
Ukraine	1,000	1,000	1,000	1,000	1,000	1,000	1,000
ARC	-	-	-	-	-	-	-
Vinnitsia	.383	.358	.371	.429	.429	.533	.452
Volyn	.696	.424	.543	.429	.429	0,685	.614
Dnipropetrovsk	0,984	.666	.810	.429	.429	0,743	.777
Donetsk	.448	1.114	0.707	.429	.429	.594	.651
Zhytomyr	.673	.244	.406	.429	.429	.374	0.390
Zakarpattia	1,230	0,541	.816	.429	.429	.951	.884
Zaporizhia	.656	1.728	1,064	.429	.429	1,035	1,050
Ivano-Frankivsk	0.873	.299	.511	.429	.429	.584	.548
Kiev	0,618	.865	.731	.429	.429	.701	.716
Kirovohrad	.432	.261	0.335	.429	.429	.307	.321
Lugansk	.459	.276	0,356	.429	.429	0.333	.345
Lviv	1,324	.797	1.027	.429	.429	1.375	1,201
Mykolaiv	1.033	2.422	1.582	.429	.429	1,082	1.332

Odessa	1.193	2.263	1,643	.429	.429	1.416	1.530
Poltava	.705	.453	.565	.429	.429	.715	.640
Rivne	0.661	.286	0.435	.429	.429	.557	.496
Sums	.605	.291	.420	.429	.429	.352	.386
Ternopil	.956	0.218	.457	.429	.429	0,425	.441
Kharkov	.515	.455	.484	.429	.429	.522	.503
Herson	1.368	2.975	2,018	.429	.429	1,188	1.603
Khmelnysky	.520	.153	.282	.429	.429	0.417	.350
Cherkassy	.746	0.501	.612	.429	.429	.583	.598
Chernivtsi	1,050	.177	.431	.429	.429	.224	.328
Chernihiv	.730	0.445	.570	.429	.429	.434	.502
M. Kyiv	2.175	.288	.792	.429	.429	1,210	1.001
M. Sevastopol	-	-	-	-	-	-	-

* Source: developed by the author.

Appendix ZH.4

Grouping regions of Ukraine by a combined index of recreation and tourism, 2000-2016 years. (Without ARC and temporarily occupied territory Donetsk and Luhanskoyi regions) *(Developed by the author)*



And Annex

Development of indicators of sustainable development of tourist destinations and planning of tourism development *

Planning	Stages of development indicators	The role of indicators
A. Definition territory, its limits, priority functions	<p>Organizing indicator</p> <ul style="list-style-type: none"> • Determining the necessary data set for the development of indicators of sustainable development of territories based on their priority functions. • Attracting participants to develop indicators of sustainable development. • Identifying strengths and weaknesses of tourism in the area. • Development of long-term prognosis of the territory <p>development Indicators</p> <ul style="list-style-type: none"> • Defining priorities territory development and coordination in political circles. • Preferred indicators. • Identifying sources of information. 	Definition of the territory and its borders on the basis of natural, political and administrative boundaries
B. Identification of key stakeholders planning		Indicators - part of the planning process and catalyst for tourism development area
C. Formulating goals and priorities of the territories		Development indicators - a key stage of the planning process, as the emerging view of the priority ways of development of the area and are the main parameters for assessing its potential
D. Preliminary assessment area (of its capacity), development of situation (SWOT) analysis to identify the strengths, weaknesses, threats and opportunities of tourism development		Indicators are needed to highlight the strengths and weaknesses of tourism in the territory, identify potential risks and provide full information on them. Indicators inform participants about planning initial estimate potential territory

	<ul style="list-style-type: none"> • The choice of indicators. <p>Indicators of implementation</p> <ul style="list-style-type: none"> • Assessment and informative reality indicators justify their accounting procedures. • Data collection and analysis 	
E. Determining short-, medium- and long-term plans (forecasts) territorial development based on the priority areas of	Designed and optimized indicators included in the planned development programs.	Indicators enhance the objectivity of evaluation are used to specify the purpose of improving the quality of work and its implementation. Especially important application of indicators to compare the challenges of individual stages of temporary timing of its implementation, always interested managers and investors
F. The formulation and development of strategic objectives territory	Continuing data collection and analysis	Indicators can be used to determine the ratio analysis of strategic objectives and intermediate objectives
G. Formulation of work plans and special projects, which are based on the optimal development strategy	Political realities may significantly influence the choice of sources of information, its processing, which in turn, determines the use of indicators	Indicators can play a key role in designing and participate in the development of certain tasks and special projects
H. Implementation of work plans and special projects	11. Responsibility, reporting and interaction. Monitoring and impact assessment should be based on continuous observation of the interim report on the results. The basis is indicators. 12. The monitoring indicators used.	Monitoring indicators include: - management and management structure; - to achieve this goal; - changes in the

	Research objectives, information sources used and assessment procedures may vary, so you should periodically review the indicators used	environment and socio-cultural sphere Indicators form public opinion on the evaluation results
I. Monitoring and evaluation of development programs and projects		

Appendix K.3

Rural Development in the regions of Ukraine, in 2017, private entrepreneurs *

Region by region	Kiel-bone estates units.	Kiel bone-swing-schenyh persons	The average capacity of the estates, places	Area estates m ²		Revenues from rendered services (without VAT, excise taxes and similar payments), UAH thou.	Cost, UAH thou.	The actual cost of each Liu Dea-day stay UAH	Kiel bone-night Vella units.	The average Trivimi-list interruptions swingschenyh persons	Coe-gradients Viko-capacity ristaniya CDR	Kiel bone-working days
				all	including residential							
Ukraine	233	39311	13.5	71208.4	23556.7	11219.9	6756.8	117.8	93341	2.4	0.15	41189
Vinnitsia	1	40	12.0	80.0	48.0	32.0	0.2	33.0	960	24.0	0.52	153
Volyn	2	3097	15.0	1052.1	213.1	671.2	536.1	199.5	3562	1.2	0.52	455
Dnipropetrovsk	1	48	9.0	126.4	76.0	17.2	15.3	120.3	143	3.0	0.04	365
Donetsk	-	-	-	-	-	-	-	-	-	-	-	-
Zhytomyr	-	-	-	-	-	-	-	-	-	-	-	-
Zakarpattya	7	1356	20.6	11141.0	1186.0	546.0	348.0	172.1	3654	2.7	0.17	1002
Zaporizhia	-	-	-	-	-	-	-	-	-	-	-	-
Ivano-Frankivsk	163	16903	12.7	25076.9	14761.9	5299.4	3090.0	98.1	49013	2.9	0.12	28408
Kiev	-	-	-	-	-	-	-	-	-	-	-	-
Kirovohrad	2	151	7.0	13200.0	134.2	145.0	123.0	114.6	1153	1.0	0.74	214
Lugansk	-	-	-	-	-	-	-	-	-	-	-	-
Lviv	23	5227	13.9	6678.4	3364.8	2786.4	1729.0	144.4	19297	3.7	0.23	5626
Mykolaiv	1	19	15.0	300.0	100.0	10.0	6.9	250.0	40	2.1	0.06	45
Odessa	-	-	-	-	-	-	-	-	-	-	-	-
Poltava	3	477	9.7	428.0	310.0	218.8	111.8	152.5	495	1.0	0.05	1095
Rivne	-	-	-	-	-	-	-	-	-	-	-	-
Sums	-	-	-	-	-	-	-	-	-	-	-	-
Ternopil	3	1804	21.3	399.9	286.6	71.2	65.2	37.8	1882	1.0	0.43	165
Kharkov	-	-	-	-	-	-	-	-	-	-	-	-
Herson	-	-	-	-	-	-	-	-	-	-	-	-
Khmelnytsky	5	2728	23.8	1653.0	820.0	518.8	275.1	175.2	3477	1.3	0.16	987
Cherkassy	5	281	6.6	531.5	292.5	101.6	69.1	91.2	1113	4.0	0.47	455
Chernivtsi	15	5207	16.8	2816.2	1552.7	637.8	364.4	114.0	7468	1.4	0.16	1734
Chernihiv	2	973	18.5	7725.0	410.9	164.5	22.7	147.4	1084	1.1	0.10	485

* Source: [97].

Appendix L

SWOT-analysis of rural green tourism in Ukraine

Factor	Strengths (advantages)	Weaknesses (disadvantages)
1. Geography-position of the species	1. Convenient geographical position. 2. The large number of villages. 3. The unique landscapes	1. Distance from international routes
2. Population	1. homogeneous ethnic composition. 2. Local patriotism.	1. Complicated demographic situation

	<ol style="list-style-type: none"> 3. Certainty political preferences. 4. An active community. 5. More women than men. 6. Excess manpower. 7. The benefits for the population of mountain areas. 8. Hospitality population 	<p>(negative growth, low fertility, health).</p> <ol style="list-style-type: none"> 2. The high level of unemployment. 3. Labor immigration. 4. The relatively low standard of living. 5. The aging of the rural population. 6. Increase the number of dysfunctional families, families of incomplete
3. Natural Resources	<ol style="list-style-type: none"> 1. A large proportion of fertile soil and its environmental friendliness. 2. The presence of protected areas. 3. The high recreational potential. 4. Wealth springs. 5. Availability of raw materials construction industry. 6. Oil and gas. 7. Large reserves of water resources. 8. satisfactory water quality. 9. The rich flora and fauna. 10. Availability of raw materials for chemical industry, salt deposits 	<ol style="list-style-type: none"> 1. The depletion in certain areas of forest resources. 2. Insufficient investment in research of natural resources. 3. Inadequate use of recreational potential. 4. Inefficient use of nature-reserve fund. 5. erosion. 6. Lack of quality economic research potential of natural resources
4. Economy and industry	<ol style="list-style-type: none"> 1. Availability of raw materials for wood and food industries. 2. Oil and gas in villages. 3. A significant proportion of private enterprises 	<ol style="list-style-type: none"> 1. Slight use of alternative energy. 2. Low levels of energy-saving technologies. 3. A significant intervention of foreign goods. 4. Lack of strategic development programs of individual industries and enterprises. 5. Lack of high-tech industries. 6. Low level exposure to government and public management processes development of rural areas. 7. A large number of national and regional

		<p>programs that are not implemented.</p> <p>8. Low level of protection of domestic producers</p>
<p>5. Agriculture and processing of agricultural products</p>	<p>1. Multidisciplinary agricultural complex.</p> <p>2. The return of land ownership to farmers.</p> <p>3. Becoming farmers.</p> <p>4. Experience in managing collective farms.</p> <p>5. The presence of material base of the food industry</p>	<p>1. Low efficiency of agriculture.</p> <p>2. The working capital deficit.</p> <p>3. The sharp reduction in the number of collective farms operating.</p> <p>4. Insufficient introduction of intensive technologies.</p> <p>5. Ineffective use of farmland.</p> <p>6. No established system of agricultural residues production in farms.</p> <p>7. The decline of raw materials (reducing acreage crops, reducing the number of animals, etc.).</p> <p>8. Ineffective parity prices for agricultural products</p>
<p>6. Tourism, cultural, historical, recreational potential</p>	<p>1. Priority development areas.</p> <p>2. Favorable economic and geographical location on the map of Europe.</p> <p>3. International airports and a dense network of routes, connections.</p> <p>4. Powerful recreational opportunities.</p> <p>5. The rich historical and cultural heritage.</p> <p>6. Unique tourist facilities, the so-called 'travel records. "</p> <p>7. Ethnographic diversity preserved traditions, crafts and regional cuisine).</p> <p>8. Favorable conditions for ski tourism.</p> <p>9. bases for training athletes cycling infrastructure in mountainous areas.</p> <p>10. Network proznakovanyh paths for hiking.</p> <p>11. A strong educational base for training in</p>	<p>1. Insufficient use of recreational resources.</p> <p>2. Lack of interaction between owners of small businesses and tourism estates.</p> <p>3. Insufficient quality and range of travel services, lack of entertainment.</p> <p>4. Lack of information on economic and fiscal management in the tourism business.</p> <p>5. The staff at accommodation establishments do not speak foreign languages.</p> <p>6. Underdeveloped network equipped tourist paths, shelters, viewing platforms, information stands at the tour sites.</p> <p>7. underdeveloped eco-tourism at the natural reserve fund</p>

	tourism	
7. Transport, engineering infrastructure	<ol style="list-style-type: none"> 1. Developed network communications. 2. An extensive network of pipelines. 3. Upgrade the vehicle fleet. 4. Significant coverage area mobile phones of different operators. 5. Experience in the use of narrow-gauge track 	<ol style="list-style-type: none"> 1. The unsatisfactory state routes, information services and so on. 2. Small public investment in rural infrastructure. 3. Lack of innovation in infrastructure projects
8. Ecology	<ol style="list-style-type: none"> 1. A large proportion of environmentally friendly areas. 2. A wide range of regional and international environmental programs 	<ol style="list-style-type: none"> 1. A small number of protected areas are protected. 2. Large amount of waste and inefficient system of collecting. 3. The territorial unevenness of anthropogenic impact. 4. Much of eroded lands. 5. Lack of information on the environmental condition in villages. 6. Lack of environmental advocacy. 7. Poor sanitary conditions of forestry
9. Social sphere	<ol style="list-style-type: none"> 1. Historical and cultural heritage. 2. The presence of original culture. 3. High level of spirituality. 4. The developed network of social and cultural facilities. 5. A large number of masters of folk art. 6. Participation talented youth in social and cultural events. 7. Honoring national heroes. 8. A slight widening of prostitution, alcoholism, AIDS 	<ol style="list-style-type: none"> 1. Weak material and technical base of cultural institutions. 2. Lack of technical equipment of modern technology and equipment of medical institutions, educational institutions. 3. negligent attitude toward spiritual traditions. 4. Low Culture leisure. 5. Low levels of consumer culture. 6. Lack of money, lack of government funding education and health care
10. Market infrastructure, entrepreneurship	<ol style="list-style-type: none"> 1. Formation of the private sector desire to engage private matter. 2. The presence of business centers. 3. Implementation of 	<ol style="list-style-type: none"> 1. Inadequate infrastructure for small business. 2. Reluctance legalization of business activities. 3. Lack of a real credit and financial support to businesses in rural areas.

	business development programs	4. Inadequate cooperation in business, particularly in agriculture. 5. The complexity and uncertainty of tax legislation
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Features	Threats (restriction)
<ol style="list-style-type: none"> 1. Development of areas and solving actual problems of tourist sector through the implementation of tourism projects involving international technical assistance. 2. Implementation of investment projects aimed at developing tourism. 3. Deepening promotional and marketing activities in tourism. 4. Reduction of unemployment through alternative forms of employment and job towns. 5. Promoting Entrepreneurship. 6. Sustainable development of tourism and resorts. 7. The development and promotion of tour product; creating a favorable environment for tourism professionals support. 8. Development of ski infrastructure, creation of new ski resorts. 9. Organize recreational use areas, tourist routes, river banks, construction of tourist destinations, viewing platforms, installing signs to tourist sites. 10. The development of recreational activities in the territories nature preserve. 11. The development of tourism infrastructure in compliance with disability. 12. Develop a network of tourist information centers. 13. Increase investment in all areas of the village. 14. Strengthening the innovation economy. 15. The possibility of creating regional clusters (tourism, forestry). 16. Formation of regional brands, including tourism. 17. The new products and expanding the range. 18. Increasing the depth of the forest. 19. Development of crafts. 20. Processing of forest products. 21. The development of alternative energy sources. 22. Creation of agricultural clusters 	<ol style="list-style-type: none"> 1. instability, changes in legal and regulatory framework. 2. The uncertainty of the transitional period, the general crisis. 3. Uncertainty, legal restrictions sustainable development. 4. Lack of entitlement to government. 5. The threat of administrative reform. 6. The threat of loss of independence due to economic expansion capital (foreign and other regions). 7. The level of corruption. 8. The worsening demographic situation. 9. The emergence of new centers of attraction of skilled labor. 10. Failure to understand the need for a competitive advantage. 11. The presence of the shadow economy. 12. Reducing the solvency of consumers and tourists. 13. The financial and price instability and inflation. 14. The deterioration of the investment climate. 15. The privatization of regional resources non-regional companies. 16. Limitation silhospresursiv, reducing agricultural productivity. 17. Obstacles to market agricultural products. 18. Competition tourism industry in other countries. 19. Environmental risk, particularly from oil producing and chemical industries. 20. Violation of ecological balance with excessive anthropogenic impact.

(sugar, flax, milk and meat, etc.). 23. The development of environmentally friendly products. 24. The development of horticulture. 25. Development of Fisheries. 26. The development of horse breeding, sheep breeding. 27. The development of resort and recreational areas. 28. The development of green tourism. 29. Creation of cultural and tourist facilities. 30. Improve environment. 31. Development of Culture (festivals, folk art, libraries, etc.). 32. Ensuring sustainable functioning healthcare accordance with time	
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