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OLEZIA DOLYNSKA

ORCID ID: 0000-0002-7977-5700

e-mail: olesyadolinska@ukr.net

Khmelnitskyi Humanitarian and Pedagogical Academy

DEVELOPMENT FACTORS OF THE REGIONAL TOURIST COMPLEX

The article identifies factors that have a significant impact on the tourism and tourism complex development. It is determined that, the tourist complex is a typical intersectional complex, with a complex system of internal connections, based on the satisfaction of different people's needs in the realization of tourist activities. It is mentioned that, the work of leading Ukrainian specialists in the geography of tourism points to the multifaceted nature and complexity of a clear and precise division of human activity into recreation and health improvement. This has led to different views on the factors of the development of the regional tourist complex. Traditionally, taking into account the theory of complex formation, they can be grouped into the following groups: economic, social, natural, ecological. The tourism territorial organization is one of the forms of economic processes social organization. It not only allows to indicate the most effective forms of spatial organization of economic processes, but also provides a scientific basis for the concept of sustainable development in understanding the optimization of economic processes and phenomena at the regional and local levels. The environmental impact of tourism is primarily related to such varieties as ecological and rural "green" tourism. They cannot exist only in the conditions of local natural landscapes preservation. The analysis of approaches to the selection of factors for the development of regional tourist complexes allows us to state that this remains a debatable issue in the geography of tourism. It is important to note that studying these factors we can raise the issue of territorial organization of regional tourist complex. For this purpose, it is necessary to define the available specialization of its territorial components and the complexity of the provision of tourism services. For the operation of tourism entities of various types, it is necessary to have a system of transport communications, water pipelines, gas and food pipelines, lines of communication and electricity, that is, a system of production infrastructure, without which no tourist complex is possible.

Keywords: tourist complex, recreation, factors of tourist activity development, sphere of services, accommodation establishments, cultural and historical monuments.

ДОЛИНСЬКА О. О.

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ЧИННИКИ РОЗВИТКУ РЕГІОНАЛЬНОГО ТУРИСТИЧНОГО КОМПЛЕКСУ

У статті визначено чинники, які мають суттєвий вплив на розвиток туристичної діяльності та туристичного комплексу. Визначено, що туристичний комплекс є типовим міжгалузевим комплексом, який має складну систему внутрішніх зв'язків, зумовлених задоволенням різних потреб людей під час реалізації туристичної діяльності. Встановлено, що розвиток регіонального туристичного комплексу відбувається в певних економічних, соціальних і природних умовах, які по-різному впливають на процеси комплексоутворення. У статті вказується, що вплив чинників розвитку регіонального туристичного комплексу може бути позитивним у тих випадках, коли чинники створюють умови, які сприяють розвитку, і негативним, коли вони стримують розвиток відповідних процесів. Традиційно, з огляду на теорію комплексоутворення, їх можна об'єднати в такі групи: економічні, соціальні, природні, екологічні. Чинники не діють окремо, а в тісній взаємодії, що ускладнює процес їхнього виявлення.

Ключові слова: туристичний комплекс, рекреація, чинники розвитку туристичної діяльності, сфера послуг, заклади розміщення, культурно-історичні пам'ятки.

Introduction. Depending on the internal structure and the degree of development of the regional tourist complexes, factors affect it's functioning in different ways. At the same time, it is worth not forgetting the important observation of M. M. Palamarchuk that the complex and system are system objects to which methods and approaches of general system theory can be applied [1]. Thus, factors and territorial complexes and systems are identical, although they are different. The main difference is (according to M. M. Palamarchuk) that the functioning of systems is dominated by business-to-business linkages and therefore closely interconnected elements simultaneously, together, a change in the composition of elements does not have such a determining influence on its functioning. Taking into account these epistemological positions of public geography we have full right to consider factors of development of regional complexes and systems that arise from realization of recreational and tourist activities [1].

Analysis of recent research and publications. The issues of the regional tourist complex development are considered in the scientific works of O. O. Beidyka [2], Ye. A. Kotliarova [3], O. O. Liubitsevoi [4], V. I. Matsoly [5], V. I. Novykovoi [6], O. V. Stetsiuk [7], O. V. Chechenia [8] and other scientists. From the standpoint of traditional economic and geographical complex formation Ye. Kotliarov divides all the factors of tourist complexes into two major groups: socio-economic (labour force, transport, trade and catering, household and cultural services, souvenir production, tourism development of the city) and natural (geographical location, the nature of the surface, air temperature, rivers and lakes, etc.) [3].

V. S. Preobrazhenskyi, considering from the standpoint of a systematic approach to territorial recreational systems, identifies localized and non-localized factors, as well as their emergent impact on the development of such systems [9].

Localized factors include: cultural and historical resources: types of settlements, administrative division, transport means, land resources.

Non-localized factors are: economy structure, sources of environmental pollution, labour force.

Accordingly, localized factors determine the place of implementation of tourist functions, and non-localized ones influence the efficiency of the relevant territorial recreational system. O. Yu. Hryniuk suggests the following factors in the formation of regional territorial and recreational systems: physic-geographical; socio-geographical; historic-geographical [10].

The factor's classification of regional tourist complexes' development is created more detailed by O.O. Beidyk, who distinguishes the combination of approaches of scientific schools by V. S. Preobrazhenskyi and M. M. Palamarchuk as the main such social factors of tourist complex development [2; 11]:

1) Socio-cultural: cultural-historical (architectural-historical) resources, settlement, administrative-territorial division.

2) Production and economic: workforce, the structure of the city's economy, sources of environmental pollution, transport and land resources.

In our opinion, the position of O. O. Beidyka on the need to create a certain universal typification of factors is the most reasonable. Based on it, we propose, considering research needs, to identify the following groups of factors:

1) Natural: available natural monuments that are or can be used in tourism, climatic conditions, available natural resources for tourism development;

2) Public: available cultural, historical monuments and museums that can be used in tourism, transport connection, available network of temporary accommodation and catering activities [2; 4].

The aim of the study. Thus, the aim of the study is defined as an analysis of the location of these factors from the point of view of the public geography will make it possible to justify measures aimed at intensification of the development of tourism activities in the regional tourist complex.

Let's look at them more detailed, given that the location, time and nature of providing tourist services is crucial in the functioning of regional tourist complexes.

Research methods. To achieve the goal of the study were used general and special methods of geographical science, in particular: formal logic and systematization; expeditionary; mathematical and statistical; comparative geographical analysis; grouping, classification, typification, zoning; cartographic.

Presentation of results. It is important to note that studying these factors we can raise the issue of territorial organization of regional tourist complex. For this purpose, it is necessary to define the available specialization of its territorial components and the complexity of the provision of tourism services. We believe that such a division should be based on a system of accommodation and public transport that determines the accessibility of specific tourist attractions [12].

Ownership and use of land are important. It is understandable, however interesting a certain object or a monument of nature and history may be, but if it is privately owned it is part of a limited access land, it cannot be used for tourism development without changing ownership or access. Orthodox hermitage-monasteries, where, depending on the type of monastery (male or female), members of the opposite sex are prohibited from visiting. This makes it very difficult to use the relevant cultural institutions and memorials of culture and history in tourism [13].

In fact, they localize most types of tourism, the historical, cultural and natural resources that are available and that are or will be used for tourism activities. Their combination determines the directions of the educational activities, and natural resources (relief, climatic conditions, beach resources, landscape diversity) play a decisive role in the organization of tourism activities.

One of the leading socio-economic factors of the territorial organization of tourism activities is the level of development and territorial structure of the material and technical base of recreation and tourism. This concept is understood as a set of fixed assets of Tourism. It consists of the following elements: 1) temporary accommodation facilities; 2) specialized transport companies; 3) tourist and excursion institutions and their divisions; 4) information and advertising services; 5) the enterprises of production and sale of tourist goods and demands.

At the same time, it should be understood that one of the main parameters of the manifestation of connections is their duration in time and the nature of their action. Within the framework of the Scientific School of academicians Palamarchuk-Oliinyk, the following types are distinguished according to these characteristics [1]: permanent ones; periodic (seasonal); episodic (random).

A permanent connection exists between the elements of special infrastructure and the implementation of tourist services. In particular, this is noticeable in the formation of territorial elements of a regional tourist complex based on deposits of therapeutic mineral waters, which are constantly used for health improvement and rehabilitation of tourists who regularly come to complete a course of procedures for the consumption of therapeutic mineral waters prescribed by a doctor. The stability of the composition of the labour collective is an important sign of the success of providing relevant tourist services. Stable connections are formed, for example, within the framework of such a specific type of tourism as tourism in children's and youth camps. The fluctuation in the number of underage vacations in them has a slight fluctuation, which is mainly due to random factors.

Periodic connections occur, such as seasonal fruit deliveries to tourist establishments, sunny and sea baths in summer beach areas, etc. An important feature is the clear temporal localization and conditionality of the presence of appropriate favourable factors for the placement of specialized health and recreation facilities.

Episodic connections occur in the case of repair of damaged elements of special tourist infrastructure as a consequence of a natural or man-made accident. For example, there are sharp gusts of wind under conditions of high humidity and negative temperatures lead to the breakdown of high-voltage transmission lines, which causes the shutdown of electrical appliances, in particular special tourist infrastructure (such as lifts).

For the stable functioning of regional tourist complexes it is important to minimize episodic (in time) types of connections by laying down duplicate elements of production and special infrastructure, creating stockpiles in case of accidents, etc. All types of connections form complex combinations between each other in time and space, which manifest them in the form of direct and indirect links.

An illustrative example of the impact of a tourist facility on the structure of employment at the local level is the expressive direct relationship between its operation and the reduction of unemployment in a rural locality or within a unified territorial community. This leads indirectly to an increase in anthropogenic pressure not only on the adjacent territorial organization of the regional tourist complex of part of the area, but also on much larger areas.

It is understandable that tourists who have come, for example, as part of medical tourism, to take medical procedures in specialized centres also participate in tour routes offered by local tour operators. This leads to more intensive use of the existing road network, local vehicle fleet, tourist guides, etc. This creates a multiplier effect in activating different types of connections.

An analysis of the location of these factors from the point of view of the public geography will make it possible to justify measures aimed at intensification the development of tourism activities in the regional tourist complex.

Natural factors are ones of the main factors in the formation and functioning of regional tourist complexes. It is clear that the diversity and degree of saturation of natural monuments (especially of national significance) in the region, which are or can be used in tourism, is one of the decisive prerequisites for the development of a number of types of tourism in this territory from beach to ecological. At the same time, not only the level of concentration of these nature reserve objects becomes important, but also the degree of their accessibility, the availability of conditions for tourists of different ages and categories to visit for health reasons.

The first, undoubtedly, to attract to tourist activities are those objects of the nature reserve fund of the region that have a favourable transport and geographical location in the existing network of roads and railways located near ready-made objects of temporary stay and hotel and restaurant business. Only under these conditions it is possible to valorize a particular natural destination as an object of tourism, which acquires a certain rank due to the representativeness and possibility of implementing various types of tourism based on it [14].

Climatic conditions play an important role in the formation and functioning of the regional tourist complex. Based on long-term observations of the weather in areas that have favourable prerequisites for the development of tourist activities, they choose to localize the corresponding tourist sites and specialized infrastructure to those with less precipitation and more comfortable conditions for staying in the fresh air. Climate as a tourist factor is of particular importance in climatic resorts, for which it is the unique meteorological parameters favourable for health improvement and recreation that are the tourist resource, thanks to which they function.

No less important are the available natural resources for tourism development in the region. They determine the potential for building a network of ecological, speleological, hunting and other types of tourism. It is clear that the preservation of local flora and fauna, especially in its natural habitat, is a guarantee not only of the functioning of relevant types of tourism, but also the improvement of the ecological situation in the region. Therefore, the development of a network of nature reserves of local significance is a resource not used at this stage of the formation of newly created united territorial communities in rural areas, which can become the basis for their further successful socio-economic development [14].

Creation and popularization of local natural resources, namely, lake, field, etc., allows, as evidenced by the positive experience of a agrarian villages, to become the basis for the development of rural tourism. Best practices for the use of local natural resources should be maintained and disseminated in other regions of Ukraine. Natural resources, which were previously widely used in folk crafts, are not involved in the conditions of most regions of the state. In particular, it is the use of local deposits of clay, limestone and other materials from which utensils, inventory items and household items were made. Thus, it is possible to restore not only the ethnic traditions of the local population and elements of intangible cultural heritage, but also the development on this basis of various types of tourism. In this way, it is possible to attract the potential of both natural and social plan in the newly created rural united territorial communities.

Social, socio-economic factors of tourism development are based primarily on the existing objects of tangible cultural and historical heritage, traditions and rituals (intangible cultural heritage) in the region. Mostly in Ukraine, they are mostly preserved in rural areas, where they are an integral part of modern folk culture and life. Their valorization as an element of tourist activity contributes to the wider use of existing socio-economic potential.

A special place among social factors is occupied by museums and cultural and historical monuments, which preserve elements of material culture. It is advisable not only to include new relevant objects in tourist routes, especially of local significance, but also to develop a special advertising campaign to promote such establishments. This is especially true of objects associated with the period of the Ukrainian Revolution of 1917–1922, which were silenced for a long time, deliberately destroyed, and the memory of which was undesirable under the previous social

order. Nowadays, in the conditions of revival of national memory, there is an urgent need to restore historical justice for figures and events of the times of the Ukrainian People's Republic, the Hetmanate, and the Directory, who tried to revive Ukrainian statehood [15].

No less important task, which should be consistently implemented in the development of the regional tourist complex, is the preservation and purposeful support of folklore and traditions. They are an essential element of the tourist attractiveness and expressive identity of the region, which is its intangible cultural heritage. To do this, we should pay attention to the development of existing transport links. Timely repairs of the road surface, increasing the length of asphalt roads, arrangement of temporary waiting places for public passenger transport, development of convenient routes allows intensifying amateur tourism of various types in the region. This increases the availability of existing tourist facilities, their attractiveness to visitors, especially in terms of mass tourism.

At the same time, there is a need to develop a network of temporary accommodation and catering. Mass tourism is possible only if the needs of travellers in food and accommodation are properly met. Of course, the relevant institutions and establishments must have a range of hygiene and waste disposal facilities for tourists. Therefore, it is important, especially in rural areas, to provide in the plans of socio-economic development and general schemes of rural development places for temporary stay of tourists, appropriate infrastructure, to reserve land for their development [16].

Appropriate measures must be taken under conditions of strict compliance with safety measures for waste management. Otherwise, outbreaks of epidemics among the population and animals of local significance are possible. Therefore, the environmental factor is of exceptional importance for tourism and is one of the limiting in the development of various types of tourism within the regional tourist complex. On the one hand, the imperative of preserving the natural environment, as well as representative objects of nature reserves, creates significant restrictions in the development of mass types of tourism, and on the other – promotes the activation of such species as rural (green) and ecological (tourism), which are directly designed to preserve the current state of nature in the region [16].

Manufactured or natural disasters and accidents lead to an abrupt decline in the tourist attractiveness of the region, as well as to the actual destruction of some important tourist sites. The example of Kyiv Polissya, which before the Chernobyl accident was one of the development places of mass tourism in Ukraine, is illustrative in this respect. Currently, due to restrictions on staying in part of its territory, as well as measures constantly monitor the level of radioactive contamination have led to an abrupt decline in tourist attractiveness. However, a kind of new type of tourism has emerged – excursion tourism to the cities of Prypiat and Chernobyl and visits to the Chernobyl nuclear power plant. Thus, even an area of manufactured environmental disaster can, become a tourist attraction with appropriate efforts [16].

Conclusions and prospects of the study. For development of this kind of tourism, need a specially designed legal framework that would create legal conditions for its proper functioning. Therefore, when forming a regional tourist complex in the context of decentralization reform, it is advisable to ensure that local governments make decisions at the level of newly created united territorial communities that would contribute to the development of tourism in their territory. Social infrastructure is also important for the organization of a full-fledged recreation of tourists: the availability of housing and communal services, cultural and household services, health care, and trade. Thus, the development of appropriate types of tourism will contribute to the preservation of ethnic self-identification, cultural diversity and spirituality of the Ukrainian people.

The creation of tourist and health clusters based on regional balneological resources should be considered promising. The main purpose of which is the balanced use of tourist and recreational potential and the recovery of the human body in a naturally. This can also help in post coronavirus rehabilitation.

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