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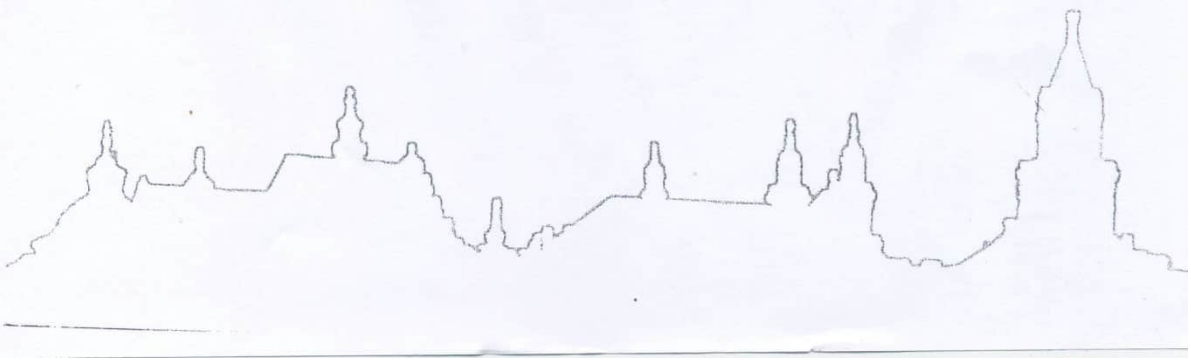

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STRATEGIC DIRECTIONS OF PRESERVING TOURIST RESOURCES IN UKRAINE

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Abstract

We have outlined strategic directions of tourism development. Modern tendencies of strategic development of tourism are investigated. The dynamic of tourist streams within 2000-2015 are given, on the base of circular graphs we have introduced the part of arriving and departure tourists and sightseers.

The approaches to studying the concept of "permanent development", "strategy of development" are summarized. The purpose of tourism and its influence on reserving and state of tourist resources are mentioned. Legislative base of tourist industry has been analyzed. There are given positive tendencies of the development of tourist industry of the country. A set of countries is pointed which experience we need to follow in order to form effective system of preserving and recreating tourist resources. Strategic priorities of the development of tourist industry are determined. International strategic directions of the development of tourist industry have been summarized. The main problems of the development of tourist industry are characterized. Strategic directions of the state policy in the industry of tourism have been outlined and prospects of the development of tourist industry in Ukraine have been grounded, too. The state and reasons are being analyzed that prevent the development of tourism in Ukraine. Dangers of not regulated development of tourist industry have been grounded with certain examples. Certain suggestions regarding preserving of tourist resources are offered.

Keywords: strategic directions, permanent development, tourist industry, rational usage, tourist resources and tourist streams.

Introduction

Thanks to successful location Ukraine has big advantages in tourist industry, as it is situated in the European continent which is visited by 51% of all tourists on the planet every year. By Yu.Klymenko's words, who is a deputy of the Minister of Economics and Trade of Ukraine, it is forecasted that by 2030 the amount of international tourist visits will increase up to 1,8 million tourists. Strategic directions in tourist industry of our country are to provide inculcating the tendency of permanent industry development in Ukraine. Necessity in the development of tourist industry in such strategic directions is caused by the fact that development of tourism according to the world experience we need to take over clearly, direct in the correct way so that it won't cause incorrigible consequences for ecology, culture and social development. Unfortunately, financial and military-political crisis in Ukraine connected with Russian aggression as statistic asserts, have substantially influenced the number of tourists that have visited our country for the last years and the number of tourists that have gone abroad has considerably increased. However, even 12 428 000 tourists, who visited Ukraine during 2015, made their influence on the state of ecology, nature as well as social and cultural development.

That is why we should develop strategic directions of this industry from the point of view of the greatest possible maintenance of tourist resources. According to the results of scientists' estimation, tourist resources of Ukraine aren't used efficiently enough. Their investment return and contribution in speeding up economic development remains at an improper level that requires immediate actions at legislative as well as practical levels.

Analysis of the latest researches and publications

A lot of aspects of the development of this field, ways of reasonable usage and protection of tourist resources have been studied and highlighted by home and foreign scientists.They proved the necessity of strategic development of the sphere on the principles of constant development. They are works by O. Beidyk, I. Berezhna, B. Burkynskyi, O. Veklych, Yu. Volkova, Z. Harasymchuk, S. Hryniv, V. Holian, M. Hudz, B. Danylyshyn, M. Dolishnii, I. Zorin, V. Kyphiak, S. Kravtsiv, L. Lukianov, O. Liubintseva, M. Malska, L.Melnyk, T. Tkachenko, Yu. Tunyts, M. Khvesyk, V. Tsybukh, I. Shkola and M. Shchuryk.

Thus, nowadays, the problem of strategic management regarding preservation of tourist resources in Ukraine remains unsolved. In publications of the researchers mentioned above and many othersnot enough attention has been recently paid to the questions of studyingthe main directions by which such management should be done. By the way, modern peculiarities of tourist sphere contribute to the development of new kinds of tourism and consequently to the involvement of new types of tourist resources that as a result requires additional researches for searching the ways to increase the level of reasonable usage and maintenance of tourist resource of the country.

Discussion

On the principals of permanent development the world experience points out at the necessity of keeping tourist resources and tourism development. An influx of tourists and unwillingness of the power to regulate the flow of people and invest money in protection of national memorials practically have destroyed the best places of the world. British edition Wanderlust Travel has printed the list of tourist attractions practically destroyed by tourists' hands. The following belong to them.

1. Wadi Rum, Jordan. During the last decade development of tourism in Jordan went at stormy rates that caused the wheels of all-wheel drive cars ploughed sandy dunes so much that it has become practically impossible to find an unspoiled place. As a result, unique landscapes are gradually losing their attraction and money that are got from tourists settles in urban traders and aren't of benefit for the desert as well as its habitants.
2. Yangshuo. China. At present Yangshuo hosts more than 3 million people per year, crystal clear river, whichflew here before, has practically turned into sewerage and local habitants' houses in the city streets are changed into endless hotels. Having sold their houses to foreigners, who would like to do their business here, aborigines have escaped from the place in search of lost beauty and solitude.
3. Tulum, Mexico. No more than 30 years ago wide beaches of Cancun surrounded by corral riffs were almost empty and local people lived on fishing. At present the whole coast is built up with huge hotels and theme parks and aborigines, who are descendants of Indians Maya, are slowly forgetting their native language which is not even taught at schools now.
4. Machu Picchu, Peru. Memorial of the big Inca empire is vitited by 2 500 people every day and it caused that memorial was brought in to the list of disappearing architectural establishments last year.

the direction of permanent development: legislative-administrative direction; economic-organizational direction.

Let's examine them in details. The first one is legislative-administrative and expects:

1. to form normatively-legislative base for developing separate kinds of tourism;
2. to work out normatively-legislative act for development of state-private partnership in the sphere of tourism;
3. to improve an active legislative base;
4. to improve an existing strategy of tourism development, system of licensing, certificating, stardadization of tourist activity;
5. to improve ecological standards according to world norm for providing ecological-economical safety of the fields of tourism development;
6. to improve insurance, financial provision of tour operators' responsibility;
7. state support of a sector of socially oriented tourist products (tourism for disabled people, orphans, families that are members of antiterrorist operation, migrants from the east of the country and etc).
8. to stimulate subjects of tourist business to provide members of social tourism with a quote of service at lower prices;
9. clear differentiation of duties and functions of organs of executive power and local self-government in the sphere of tourism;
10. development of home tourism as a mean of cultivating feeling of patriotism, love for the native country, respect to history of Motherland;
11. to form contemporary statistics of tourism;
12. an improvement of the system of technical education in the sphere of tourism and increasing the level of scientific-methodical support of educational establishments;

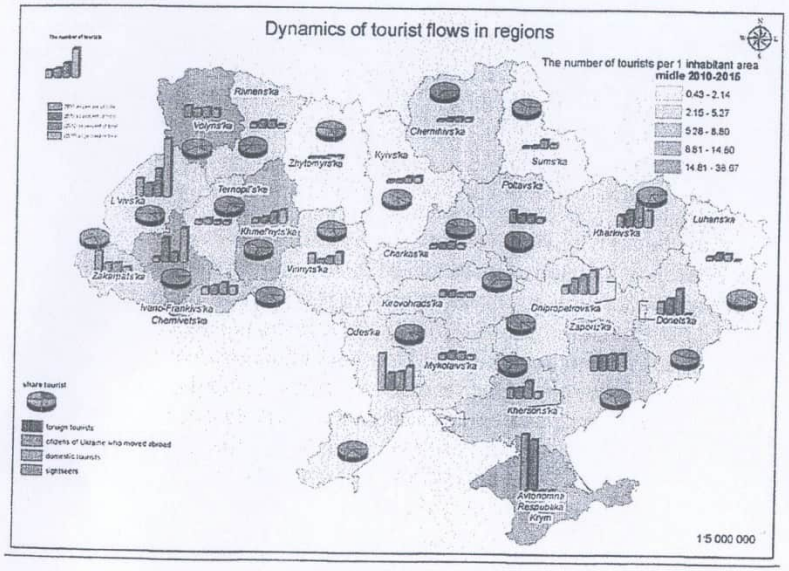
Economical-organizational direction:

1. working out of regional strategies of tourism development on the principals of constant development, with further integration and their coordination with purpose-oriented strategy of tourism development in Ukraine as well as with compulsory system of monitoring the state of completion and implementation of purpose-oriented indices of these strategies throughout all regions;
2. substantial improvement of existing tourist and social infrastructure owing to improving the tax system of the subjects of tourist activity;

3. working out and improving of state complex purpose-oriented programs for developing tourism in Ukraine on the principals of steady development;
4. forming investment portal and city passports for supporting investment projects in tourist sphere;
5. increasing the budget financing of scientific-experimental works aiming at development and improvement of tourist sphere on the principals of steady development;
6. state assistance at involving investments in tourist industry of Ukraine

Legislative-administrative direction should promote to form constant lawful field, to improve the system of management that would provide development of tourist industry on the principals of constant development. Economical-organizational direction is expected to improve investment provision, financial-taxation, monetary-credit regulation of the sphere.

The state of tourist industry in Ukraine we have analyzed in a form of cartographic painting in picture 1.



Picture 1. Dynamics map of tourist streams throughout Ukraine during 2000 – 2015

Source: it has been worked out by an author on the base of state statistics of Ukraine.

As it is evident from circular graphs which are presented in picture 1, tourists are distributed on the territory of Ukraine enough unevenly: outbound tourism predominates over the most regions, Lviv region (60,830 people) is a leader by the number of visiting tourists, the part of internal tourists is big in Ivano-Frankivsk, Khmelnytsk, Zaporizhia, Odessa regions. It is worth pointing out that after annexation Crimea doesn't have any statistic data about tourist streams.

Unfortunately, the number of foreign tourists has decreased very much and is 0 people in such regions as Khmelnytsk, Cherkasy, Zhytomyr, Mykolaiiv, Chernihiv, Kirovohrad, Dnipropetrovks, Kherson and, for sure, Luhansk, it is strange that, although according to the statistics Donetsk region has been visited by 147 tourists, it has taken place. Leaders by the number of foreign tourists who visited Ukraine during 2015 are Ivano-Frankivsk (3 171 people), Lviv (3 057 people), Odessa (1 126 people) regions, if to compare Ivano-Frankivsk region was visited by 5 750 people in 2013 but Lviv region was visited by 16 162 people. By the number of tourists according to the graph leaders are Lviv and Odessa regions thenIvano-Frankivsk and Dnipropetrovsk regions go. The most active period for the most of regions was 2003 (Crimea, Odessa, Zaporizhia, Zakarpattia, Volyn, Lviv regions) then we can notice a decline of the tourists number. The biggest decline has recently been noticed, from our point of view, is caused by financial-economical crisis, which is going on lately as well as by events connected with annexation of Crimea and carrying out antiterrorist operation throughout the territory of Donets and Luhansk regions. And it has certainly negatively influenced entrance tourist stream, the structure of tourism and tourist possibilities of the country in the home and foreign tourist markets.

Since 1991 state has directed not more than 3 million grn for its needs yearly. Industry got 12 million grn in 2003-2004 that was a serious push and caused increasing the number of tourists in 2003 as we have mentioned before. But there was no money in the state budget for the development of tourism in 2005-2006 and that was the reason of substantial decreasing of indices. Ukrainian tourism got almost 23 million grn in 2007 whereas according to specialists' calculation it is necessary to have not less than 48 million grn and only then industry can function and develop in a normal way. It was expected to have 2,5 million grn in the budget of Ukraine in 2009, 23 million grn – in 2008. Sums for development of tourism in regional budgets vary from 300 000 grn (Odessa region) to 1,2 million grn (Lviv region). For instance, Turkey invests in the development of tourism over 80 million every year. The USA, Greece invest

approximately 120 million ₴.2015-2016s were not an exception and again there wasn't given any money for the needs of the sphere.

As we can see in picture 1, in fact, the stream of foreign tourists to Ukraine has decreased and is going on reducing. According to the data of Administration of State Border Service 12,9 million of foreign tourists visited the country in 2015, whereas they were 13,2 million in 2014 and 25,7 million in 2013. Ukraine is losing its popularity as a tourist stream as tourists in their imagination have an impression of a full-scale war and country is taken as a hot spot. It is worth mentioning that for the first time for 16 years Parliament hearing about problems and prospects of tourism's development in Ukraine took place in the hall of the Supreme Council of Ukraine on the 6th of April, 2016. There were representatives of guidance from all regions of Ukraine, tourist cities, university chancellors, presidents of tourist communities as well as representatives from Australia, Albania, Italy, Turkey and other countries. It opens big prospects for developing tourist industry and attention that the state pays to this field makes us assume that tourist statistics will change and increase during the following years.

Unfortunately, this field has been out of active management for some time as tourist agency was at stage of reorganization during 2014-2015 and Ministry of Economics got actually functions and authorities in the development of tourism at the end of September in 2015. A section was formed there inside Ministry of Economics in October that was in charge of tourism development. At the moment it is turned into department and it has more capacities and resources inside its department which can develop and do the policy of tourist development much faster and of better quality. Unfortunately, neither in 2015 nor in 2016 there wasn't any money in the state budget for the development of tourism, infrastructure of tourism, accomplishment of these authorities that were given to an agency or are being given to Ministry of Economics right now. Ministry of Economics has done a set of marketing and informative actions for 5 years (it was valid during this period). The most important is the fact that the strategy of development of tourism and resorts for 2016-2020 has been worked out. The main components of this strategy consist of vectors, in other words, this is safety of tourists, normative and legislative base of tourism field and resorts, development of tourist infrastructure, development of human resources of tourist industry and marketing policy, informative policy regarding moving tourism in Ukraine forward. Having done a detailed analyses and researches of the strategy mentioned above, we have to establish a fact that it isn't paid enough attention in the document to describing tourist resources but it is only

marked that the main task is effective usage of available tourist potential and it doesn't say a word about necessity of constant development of tourism.

In "Strategies of tourist development and resorts of Ukraine" form the 6 of August, 2008, № 1088 itis mentioned that over 130 000 memorials are on the state registration list in Ukraine, some of them are: 57 206 memorials of archeology (418 are of national significance), 51 364 memorial of history (142), 5926 memorial of monumental art (44), 16293 memorial of architecture, city planning, park and garden art and landscapes (3541). Though, about 70 % of the subjects of cultural heritage are in an unsatisfactory state (every ten subject is in an emergency state) and requires restoration and reconstruction, furnishings for tourist visiting. That is why the question of saving state policy has acquired special sharpness these days as well as recreation of memorials of architecture, archeology, history and etc. Tourist industry that uses memorials of cultural heritage, natural recreational resources is able to involve their maintenance and renewal financial potentialities of tourist, hotel, curative and other recreational establishments of our country as well as foreign investors. It has been expected by the law of Ukraine "About protection of cultural heritage" since the 8th of June,2000, but it requires to form effective system of involving and usage of this money as it has been done in other countries. It is necessary to take into consideration foreign experience according to strategic streams of maintenance of tourist resource.

In China the State management was formed about the protection of ancient memorials of culture. A national educational-research body was formed in 1929 that was known as Chinese community of architecture. That community is systematically studying old Chinese architecture with the help of contemporary scientific methods. There are associations for protection of the sights of nature and antiquities, in particular "Chinese association for protection of Big Chinese Wall" that does researches and guards Big Chinese Wall).

In the USA the main targets on preserving national cultural heritage is settled by Ministry of Home Affairs that includes two functional services. They are Service of National Parks and Service of Protection and Recreation of National Heritage which is aiming at encouraging and favouring of governmental and private activity on preservation, reproduction and usage of natural and cultural resources.

Apart from listed services above, there are a lot of other bodies and specialized organizations. They are National Trust of Protection of History Monuments;

Advisory Management of National Sacred Places of New York; Advisory Council of Preserving Monuments of History; Committee of Preservation.

In Great Britain the following organizations are in charge of preserving research potential. They are State Secretary of Environment, Transport and Regions; State Secretary of Culture, Mass Media and Sport as well as State Secretary of Wales. According to National Heritage law and an independent organization has been formed known as Committee of Historical buildings and monuments of England "English Heritage". Inside the Commission there are two advisory committees. They are known as committee of monuments of antiquities and committee of historical buildings. The role of state cultural heritage management isn't determinative. Public organizations and local council play the main role.

Natural and cultural heritage of Norway is run by Ministry of Environment and cultural heritage is under control of a specific body that is known as Council of cultural monuments. In Norway there is quite cruel state vertical of nature protection bodies and regional power and local bodies of self-government are in charge of cultural objects and state instances.

Ministry of cultural values and culture has been formed in Italy and at the local level the same bodies are specialized directorates of cultural values, architectural and landscape values. In the field of protection of monuments there are a lot of private funds that deal with collecting money for financing projects and cultural events, for instance, "Our Italy" that is aiming at protection of historical, artistic and natural country's acquirement.

Experience of the countries mentioned above should be an instance of the right organization of preserving cultural heritage for Ukraine, in particular.

Nowadays, the government has registered a bill of State fund of humanitarian development of Ukraine. The bill, regarding its passing, was being developed during last several years with taking into account the front-rank European experience (in particular, British and Estonian).

According to the bill the main source for infesting budget should be deduction from lottery, alcoholic and tobacco business. Money will be directed by public expert groups at projects in the fields of culture, education, care of public health, social public protection as well as tourism support.

To sum up, owing to the fund activity monuments of culture and history should be restored, tourist routs should be developed and improved, theatres and

museums should be modernized, cultural projects should be supported abroad that will improve international tourist image of Ukraine.

Conclusion

So, summing up it is worth pointing out that Ukraine has got a plenty of castles, national parks and other tourist resources in a very good condition but they are hardly used; foreign tourists have no opportunity of clearing operations and in most cases there aren't any places of accommodation and nourishment in the cities of tourist attractions. Moreover, offers on holding various events, festivals, weddings, conferences, presentations in castles compel the feeling of fear, although it is generally accepted European practice. There is a slight apprehension that holding such events may cause destruction of historical sights and it predominates over the realization of the fact that money earned in this way will make possible to preserve these historical sights in an appropriate condition. Thus, it reinforces the actuality of necessity to work out strategic streams of industry development.

Development of tourist industry in Ukraine needs treatment of active development strategy which main direction will be an emphasis on constant development. Positive improvements should be achieved without a loss in resource potential. They should be achieved on the basis of state and private sectors cooperation in the field of popularization tourist potential of the country as well as promoting development of home tourist product and effective realization of the state and regional policy in the tourist industry.

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