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**SUSTAINABLE DEVELOPMENT OF MOUNTAIN
SKIING IN THE LVIV REGION**

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Abstract The article describes the sustainable development of ski tourism in the Lviv region. The main preconditions for forming skiing tourism, available tourist resources and infrastructure, prospects of development are analyzed. Proposals for the development of a tourism product promotion system for these territories are presented with the view of its further development and popularization. It describes the use of "Public Relations" and branding, advertising and sales promotion elements in order to create and maintain a favorable positive image of the region as a whole and its individual objects.

Key words: sustainable development, ski tourism, tourism, tourist route, promotion of tourist product, promotion policy, public relations, Lviv oblast.

The main preconditions for the development of tourism are the availability of tourist resources, in particular climatic conditions, features of relief, etc. The second important factor is the availability of tourist infrastructure and the state of its development, ie the availability of different classes and prices for overnight and catering facilities, respectively equipped, varying in complexity of ski trails, opportunities to use a wide range of additional services, etc. Moreover, if natural conditions determine the possibility for tourism development, the presence of a sufficiently developed tourist infrastructure allows to realize this opportunity.

However, for sustainable tourism development it is not enough to take into account only the two above-mentioned factors. An important role in this case is

played by environmental factors. The development of the transport system, the availability of industrial facilities, the density of tourist accommodation and catering facilities, the popularity of the resort, the number and density of ski runs all contribute to the deterioration of the environmental situation. There is not only pollution of surface water, soil, air, depletion of flora and fauna, but there is a deterioration of the aesthetics of landscapes and as a consequence of the loss of tourist attractiveness [1].

In addition, the special popularity of the resort leads to the emergence of a number of negative factors that aggravate the overall impression of the rest. These negative aspects include the presence of large queues, a large number of people near attractive objects, the lack of vacancies in accommodation in the peak season.

However, it is impossible to state unequivocally that all of the above factors, which lead to deterioration of the environmental situation, have a negative impact on the attendance of tourist centers.

This problem is quite controversial. On the one hand, tourists want to rest in an environmentally friendly places, on the other - to enjoy all the benefits of infrastructure, which is actually the main reason for the deterioration of the environmental situation. Therefore, the development of tourism should take place in the context of a certain compromise between comfort and ecological situation [2].

Moreover, it should be noted that this problem is more complex for the ski tourism to solve. Firstly, the majority of consumers of ski products are young people, who are characterized by an active or sporty way of life, and the main requirements are the diversity and quality of the arrangement of ski slopes, the wide possibilities of the rest, which accordingly inclines them not in favor of the environmental situation. Secondly, the formation of a ski product in any case is impossible without proper equipment of trails, which by their nature are such that they have a negative impact on the environment. Thirdly, the effects of anthropogenic influence on the natural environment during the winter period are less noticeable and therefore not so repulsive for tourists and important for economic entities.

Thus, the only solution to the conflict between the natural environment and the

development of tourism, between the needs of tourists in an environmentally friendly place and comfortable resting conditions is the effective use of the natural resource potential of the region. This means conducting a balanced tourism activity that will be in harmony with the needs of tourists and the natural environment while at the same time contributing to the preservation of the environment and the sustainable development of tourism in the region.

Priorities for the sustainable development of tourism are the formation of socially responsible, environmentally oriented and cost-effective tourism as a form of spending free time people. That is, all possible efforts must be made to achieve environmental, economic and social goals, so that economic activity and the state of the environment are in line with the main interests of the region. It should be noted that development in this direction should be stimulated and monitored by public authorities and the public, since by virtue of the above-described specifics of the ski tourism product, market mechanisms will contribute to the opposite [3].

Improving tourism infrastructure, namely, ensuring its functioning in such a way as to have the least impact on the natural environment, is important for a balanced, sustainable development.

Among the means of transport, this can be energy efficient transport and reduction of harmful emissions, based on alternative, environmentally friendly energy sources or non-traditional means of transport (sledges, horse carts). Also, it is necessary to anticipate a reduction of traffic in general, due to the use of local products, which will reduce the number of freight traffic and favor the public and group transport.

As far as accommodations, the development of private housing, small hotels and boarding houses and other small hotel enterprises should be preferred. In catering tourists, priority should be given to the use of local products and the exclusion of consumption of products in one-off packaging. Of particular importance is the harmonious combination of objects recreational infrastructure with the natural environment, without causing harm to him [5].

It is important to create environmental protection facilities, with appropriate

rules that restrict economic activity and the behavior of tourists in their territory. Provision should also be made for fines for harming the natural environment, the establishment of environmental monitoring institutions and the provision of concessional conditions for those accommodation facility that carry out a balanced recreational activity. An essential element is the improvement of the ecological consciousness of the population through the introduction of special ecological-educational programs and the organization of environmental excursions. The modern way of supporting the ecological development of recreation is the organization of contests and the provision of ecological signs, the purpose of which is to encourage recreational activities to its ecologization.

Another aspect of ensuring the sustainable development of ski tourism is the rational territorial placement of tourists. Accordingly, it is necessary to develop small ski centers and build new ones, based on the concept of minimization of negative anthropogenic environmental impacts. As a result, this will enable differentiating the ski tourism product, creating better tourist opportunities and, accordingly, relieving large tourist centers, creating a wider field for competition, and hence for development.

Another issue that needs to be resolved in order to ensure sustainable tourism development is the formation of marketing policies in these territories (the introduction of instruments of so-called territorial marketing). First of all, a quality tourism product - ski, recreational and health-improving, and their differentiation by subspecies and territories - should be formed. Since any steps for promotion or marketing will not be effective if the product is of poor quality.

Also important is the policy of promoting a tourist product.. The main goal of such policy should be to create and maintain a favorable positive image of the region, as it is one of the main prerequisites for increasing demand and is a "nutrient" for the development of the tourism business, and hence the revenues to the budget and the development of the region in general.

In addition, the importance of setting this goal lies in the very specifics of market behavior of consumers of tourist services. It goes without saying that

motivations for the purchase of tourist services are often emotional and irrational with a significant part of the influence of subjective factors. That is why the image of a resort, tourist zone or region will be decisive [4].

Taking into account the above mentioned features, the means of "Public Relations" should become the important means of promoting the tourism product of the region. The direction of such means should be oriented towards forming a commitment to our tourist territories from the side of potential consumers, including through the formation of a positive attitude towards the region. Moreover, a special condition for which it is necessary to draw attention that a valid long-term commitment can be formed only on condition that it will be based on real, and not artificially created by means of advertising, positive characteristics of a particular tourist center. Accordingly, the issue is not only about the good organization of the promotion strategy, but also the elimination of the existing negative moments present in the region, that is, the implementation of infrastructure modernization, improvement of the quality of service, etc., which in turn means participation of business entities in solving this problem [5].

It is especially important that the means of "Public Relations" give an opportunity to form a public opinion. Thus, it is possible to solve not only economic but also social problems, that is, to stimulate the population to a healthy lifestyle, care for the environment, etc.

The Department of Tourism and Resorts of the Lviv Regional State Administration has published information about ski resorts of the Lviv region, where all those who wish can have fun and active rest.

Slavske, Skole district. It is one of the largest ski centers in Ukraine, known far beyond its borders, the place of training the national team. Slavske operates 7 ski areas, which have 17 ski trails, 16 ski lifts with a capacity of about 7 thousand skiers per hour. The main ski runs are laid on the slopes of the mountains Trostyan, Pogar, Kremin, MENCHIL, Warsaw. Slavskoe has a well-developed infrastructure for winter recreation. In addition to skiing and snowboarding, you can ride sledges, snowmobiles and harnessed horses. Here you can rent ski equipment, available

recreation centers, hotels, private homesteads, restaurants, cafes, bars, where you will have dishes of authentic Carpathian cuisine, and herbal teas with honey and hot wine with seasoning and cinnamon will not leave anyone indifferent. After the snow amusement, you can renew your strength in the baths and saunas or visit spa centers. Lovers of interesting leisure can play billiards, bowling or visit a disco [8, 9, 10].

Mt. Trostyan (1235 m) is the most famous complex for amateurs and professionals of skiing, located 2 km west of the center of Slavsko and is part of the mountain range of the Zvyniv of Stryi Sian Verkhovyna. Distance from Lviv is 138 km. Alpine ski trails: 7, length about 1300 m of different difficulty levels; Ski lifts: 1 - chair lift, 7 - T-bar lift. At the moment there is only one lift - Central. Chair lift in 2 sides - 180 UAH to 10 January, 150 UAH to 28 February + mortgage 30 UAH. The price of the subscription ticket for all the lifts of mt. Trostyan is 420 UAH (+ mortgage 30 UAH). Four climbs on a T-bar - 180 UAH. Opening hours: from 09:00 to 16:30 Mt. Pogar is located in the center of Slavske village. On the mountain there are tracks, one of the longest, the length of which reaches 1600 m.

Village Volosyanka, Skole district. A small village Volosyanka is located in the Skole district of Lviv region, 8 km from the famous ski center. Volosyanka resort has a convenient access, and at the resort itself - a two-chair lift.

Distance from Lviv: 145 km.

Mt. Vysokyi Verh is more than 9000 m. of ski slopes of different levels of composition - blue (simple), red (medium complexity) and black (complex). Hybrid routes are served by: a chair lift, three T-bar lifts and multi-lifts for children and beginners. The chair lift of TC Zakhar Berkut, installed in 2005, is the longest in Ukraine. The lower (drive) train station is located at the entrance to the complex near the hotel building, and the upper (outbound) station is on the top of the mt. of Zvorets. In addition to the terminal stations, an intermediate sub-station station is operating near the 1075 m elevation mark. The cost of admission to the elevator for the whole day (9.00-16.30) - 350 UAH (adult), 180 (children); on weekends and holidays - 400 hryvnias (adult), 200 (children). A sightseeing trip to the ski lift without equipment for an adult - 80-100 UAH, for children - 50-70 UAH. Opening

hours: from 09:00 to 16:30 How to get: By rail to Skole or Volovets station, then by bus or taxi. Own car: to Slavsko, then to Volosjanky. GPS coordinates: 48.780726569520844, 23.427271842956543, 48 ° 46'51 "23 ° 25'38" [8].

Mt. Ilza. Slopes: 1 route up to 750 m, low complexity. Lifts: 1 T-bar length of 750 meters. Opening hours: from 09:00 to 17:30, night skiing - on request. Subscription fee: 250 UAH / day

On the mountain Ilza also runs a marked skiing tour (the route of the road: Slavsko village - Mount Ilza - village Volosyanka). The length of the route to one side is 8.7 km. It is designed for active tourists who enjoy hiking.

Tysovets village, Skole district. This ski resort in the Carpathians, surrounded by coniferous forest, is located at an altitude of 1017 m above sea level. The settlement of Tysovets was once known as the center of winter sports of international importance. There is a snow cover for a long time. The width of the tracks reaches 30-60 m. In Tisovets, trails for cross-country skiing, biathlon, mogul, freestyle, snowboard, snow-jumping are laid. Here you can ride sledges, ski jumps. Slopes are steep, but for beginners there is a separate rout. Ski equipment rental is provided, instructors' services are provided. Distance from Lviv 140 km. Currently, the ski resort is undergoing major repairs. In winter there will be one rout for the trained people, special-slalom. Newbies, or families with children, are not worth visiting yet. The opening of the season: March 2018.

Village Oryavchyk, Skole district. The resort is located on the territory of the "Skole Beskyd" reserve near the Kyiv-Chop highway. Includes two ski centers - recreation complex "Zveniv" and recreation complex "Oryavchyk". On the slopes of the mountains laid trails for beginners, middle and difficult levels. Ski resort in the Carpathian Mountains Oryavchyk, ski lifts are located on the ski resort "Zveniv" and hotel complex "Oryavchyk". Suitable for snowboard lovers.

Distance from Lviv: 136 km. Tracks: the Oryavchyk complex has 2 tracks of medium complexity of 450 m each for beginners and children; The Zveniv complex has 4 tracks in length from 400 to 1400 m for skiers and snowboarders. The upper 400 m of the route are more complex, then the route passes into a smooth descent.

Ski lifts: on the ski complex "Zveniv": T-bat lift (960 m), T-bat lift (960 m), T-bat lift (350 m), ski lift for snow-jumping (100); in the hotel complex "Oryavchyk": T-bat lift (400 m). How to get: by rail to Skole station by any train in the direction of Uzhgorod, then by taxi, by bus or by prior arrangement with hotel owners. By car you have to drive along the Kiev-Chop highway to Kozova, then to the village Oryavchyk. GPS coordinates: 48 ° 57 '56 "N, 23 ° 16' 56" E 48.965556, 23.282222. Hours of work, cost of subscription: Oryavchyk – T-bar lift "shvabra" 100 UAH / day. Hours: 09:00 to 17:30.

Village Plavie, Skole district. The ski resort of Plavie is convenient for residents of Lviv. On the territory of the ski complex there are ski lifts, the longest of which is 1200 m, the height difference reaches 260 m. The ski slopes are for experienced skiers and for beginners. Distance from Lviv: 140 km. Trails: 3 red (middle level), 2 blue (simple) and 1 black in the upper part of the mountain (complex). Ski lifts: 2 four chair lengths of 1000 m; multi lift (T-bar) - 350 m; Baby-lift - 350 m. How to reach: The complex is located several hundred meters from the road Kiev-Chop near the village Plavie. By rail: to the station Skole or Volovets (trains Lviv-Lavochno, Lviv-Mukachevo, Lviv-Chop, Lviv-Uzhgorod). By bus: on the Kiev-Chop highway. By car: through Skole, a turn to village Koziva (resort Tysovets), Oryava, then turning on village Plavie to the "Play" complex [10].GPS coordinates: 48 54'6 "N, 23 17'43" E

1 lift (T-bar) - 50grn. 1 lift (armchair) - 70 UAH, half day subscription (09: 00-13: 00) - 400 UAH, half day subscription (13: 00-17: 00) - 400 UAH, subscription for 1 day - 700 UAH. Hours: 09:00 to 17:30.

Ski resort "Bukovytsya". "Bukovytsya" is a modern ski resort in Ukraine, located in the Eastern Beskids of the Carpathian forests. Located in city Boryslav, a short distance from such popular spa resorts as Truskavets and Skhidnitsya. The complex utilizes state-of-the-art equipment and technical facilities certified by international standards. There are tracks for both beginners and experienced skiers and snowboarders. On the Bukovytsya complex there is a ski school and a sports club "Boryslavska snizhynka", where you will be taught by skilled instructors to ski and

snowboard, help you to improve and develop your skills. Distance from Lviv is 100 km. Outputs under the snow guns: 9 pc. Ski slopes: route №1 length of 1000 m.

Ski lifts: 3 ski lifts Doppelmayr (700 m), Multilift (200m). Season opening:

Village Rozluch, Skole district. In the village of Rozluch in one of the recreation facilities laid a route for beginners. Among the entertainment available to the guests, in addition to skis, can be noted sleds and a skating rink. Distance from Lviv: 125 km. Tracks: the route for beginners, up to 700 m long, low level of difficulty. Ski lifts: 1 T-bar (450 m). How to get: by train Lviv - Shyanki; by car - from Lviv through Sambir in the direction of Turka. GPS coordinates: 49 ° 27 '80 "N, 22 ° 58' 48.70" E. The cost of one lift is 8 UAH. Skiing / snowboarding will cost 50 UAH per day. Season opening: depending on weather conditions. Hours: 09:00 to 17:00.

Therefore, in order to ensure sustainable development of tourism, it is necessary not only to maximize infrastructure development, to meet consumer needs. The conduct of such activities should be based on the principles of equilibrium of production and consumption patterns; interconnectedness of tourism, socio-economic development and protection of the natural environment; the participation of interested local people in the development of recreational regions and their planning at the local level.

Thus, we will be able to achieve harmony between the natural environment and economic activity. The tourist sector of the region receives preserved and ecologically clean natural and recreational resources that will attract tourists, and interested in tourism development of the person will contribute to the conservation and restoration of disturbed ecosystems.

The use of integrated promotion policies and environmental education will promote the formation of new views on tourism and recreation for consumers, its ecologization and the need to preserve the natural environment by abandoning certain elements of comfort, which in general will ensure the achievement of social, environmental and economic goals.

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