



International Science Group
ISG-KONF.COM



THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

HOLOVNIYA O., ZAKHAROVA T., MELNYK S.,
PRYLUTSKYI A., STAVSKA U., TABENSKA O.

ISBN 979-8-88992-692-4

DOI 10.46299/979-8-88992-692-4

Boston - 2023

**Holovnia O., Zakharova T., Melnyk S., Prylutskyi A., Stavska U.,
Tabenska O.**

**THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED
FORMATIONS IN THE FIELD OF TOURISM
OF THE VINNYTSIA REGION**

Monograph

2023

UDC 379.85

Author's:

Holovnia O., Zakharova T., Melnyk S., Prylutskyi A., Stavska U., Tabenska O.

Editor:

Holovnia Olena – Doctor of Economic Sciences, Associate Professor of Department International Management, Hotel and Restaurant Business and Tourism, Vinnytsia National Agrarian University.

Holovnia O., Zakharova T., Melnyk S., Prylutskyi A., Stavska U., Tabenska O. The prospects for the development of integrated formations in the field of tourism of the Vinnytsia region. Monograph. – Primedia eLaunch, Boston, USA, 2023. – 249 p.

Library of Congress Cataloging-in-Publication Data

ISBN – 979-8-88992-692-4

DOI – 10.46299/979-8-88992-692-4

All rights reserved. Printed in the United States of America. No part of this publication may be reproduced, distributed, or transmitted, in any form or by any means, or stored in a data base or retrieval system, without the prior written permission of the publisher. The content and reliability of the articles are the responsibility of the authors. When using and borrowing materials reference to the publication is required.

The collection of scientific articles published is the scientific and practical publication, which contains scientific articles of students, graduate students, Candidates and Doctors of Sciences, research workers and practitioners from Europe and Ukraine. The articles contain the study, reflecting the processes and changes in the structure of modern science.

UDC 379.85

ISBN – 979-8-88992-692-4

© Holovnia O., Zakharova T., Melnyk S.,
Prylutskyi A., Stavska U., Tabenska O.

INTRODUCTION

With the beginning of the war in Ukraine, everything changed, and every citizen of the country felt it. All spheres and industries were affected, including the tourism sector. It is difficult to imagine how in such extremely difficult conditions it is possible to travel not only for the purpose of resettlement to safer places, but also the opportunity to escape at least for a while from the terrible realities that a full-scale invasion brought with it.

Some may have a reasonable question: why even think about tourist trips, if these are such difficult times? But everything is much more complicated and deeper. It's not just about being able to rest. In fact, tourism plays a major role, significantly influencing the country's economy and the well-being of its citizens. Therefore, it should not be considered only as an entertainment sector. In any time, both peacetime and wartime, it supports the sphere of economic activity of the state and society.

Since the beginning of the full-scale invasion, tourism in the country has reduced its activity. Everything is complicated by the fact that Ukraine, like many other countries of the world, has not yet fully recovered from the coronavirus pandemic. The industry again returned to unprofitability and failed to reach 2019 figures.

We don't even have to talk about foreign tourism for obvious reasons. First, a large number of citizens have increased expenses and decreased incomes. Secondly, conscripts cannot travel abroad with their families, even if they have the means to do so. Third, there are logistical challenges. Also, do not expect the arrival of a large number of foreign tourists until the country is safe. And those who visit Ukraine today are primarily representatives of foreign mass media and employees of departments moving around the country for work purposes. As the war continues, the situation will worsen. If compared with last year, the budget this year will be able to receive no more than 10% of the previous indicator.

Nevertheless, despite the difficult circumstances, the field of tourism continues to struggle with difficulties. Now it works at approximately 30%, focusing on travel within the country - mainly in the western Ukrainian direction, for example, the

picturesque and cozy region near Lake Synevir. She tries in every possible way to support the budget with her taxes and with her services to people who need rest in this extremely difficult period. And they do not forget about the immigrants. Many companies are engaged in volunteering, supporting the army with essentials, as well as displaced people, placing them in sanatoriums and organizing their further movement.

If the tourism sector continues to fall into the abyss of crisis, there will be even more problems. The country's budget will not receive a large amount of taxes, from which the Armed Forces and the most socially vulnerable categories of the population are financed. Supporting the country's economy, the tourism sector itself needs support.

Today, we can observe two mutually exclusive features of integration processes: globalization of the world economy and simultaneous national protectionism, which has gained considerable influence in the last decade. We are observing, on the one hand, the strengthening of integration processes in the world economy in all spheres of social life, there is a reassessment of the system of risks for the modern state and, most importantly, we are witnessing an increasing pragmatism of relations between countries, the basis of which is dominated by economic factors.

At the same time, significant changes are taking place in the field of hospitality and tourism. The diversification of hospitality and tourism services, the development of the hospitality and tourism industry in new territories and competition in the market require the governments of different countries to reconsider their attitude to the development of this industry and to approach the development of its strategy more seriously. In modern conditions, the governments of many countries pay more attention to the formation of strategies for the development of regions, including strategies for the development of the hospitality and tourism industry.

Considering the fact that the field of hospitality has changed significantly in recent years and continues to change, we have seen modern trends in the field of tourism and the hospitality industry, which are definitely relevant.

The activity of the tourism industry is not only about supporting the country's budget, although this function is extremely important, especially during times of

military operations. It also acts as a method of short-term but effective psychological rehabilitation.

When the state found itself in a situation of military conflict, it was reflected in the psychological and emotional state of citizens. Due to constant stress and being in a state of tension, fear and despair, people need more than ever the opportunity to find relief and temporary peace even in small joys. Tourist trips contribute well to this, they help to reorient for a while, to relax physically and emotionally. This has a beneficial effect on health and performance. After all, the country needs strong and confident citizens in the future, ready to rebuild the destroyed in the future.

Recently, the State Tourism Development Agency came out with an encouraging message - travel in the country continues even during the war. Outbound tourism is also gradually recovering. Mostly women with children travel to popular summer destinations departing from Chisinau (Moldova).

Countries that want to live not only for today, already during the war think about how they will live after its end. Rebuilding and improving the activities of important economic sectors and the field of tourist services is an opportunity to return to a full-fledged life faster. Therefore, tourism should and will work.

The authors offer a monograph that is a summary of scientific searches and achievements regarding the results of research work of the Department of Management of Foreign Economic Activity, Hotel and Restaurant Business and Tourism of the Vinnytsia National Agrarian University on the initiative topic "Problems and prospects of the development of the hotel, restaurant and tourism industry in the conditions of integration processes". The monograph will be interesting for everyone who is involved in solving modern problems of the hotel, restaurant and tourism industry.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

TABLE OF CONTENTS

1.	Holovnia O. ¹ CHAPTER 1. INTEGRATION PROCESSES IN THE CONDITIONS OF SUSTAINABLE DEVELOPMENT OF TOURISM ¹ Doctor of Economic Sciences, Associate Professor of Department International Management, Hotel and Restaurant Business and Tourism, Vinnytsia National Agrarian University	8
1.1	MODERN PROCESSES OF DISTRIBUTION AND INTEGRATION IN TOURISM	8
1.2	ECOLOGICAL TOURISM AS A PRIORITY DIRECTION OF SUSTAINABLE DEVELOPMENT OF THE TOURISM SPHERE	18
1.3	PRIORITIES OF THE DEVELOPMENT OF ECOLOGICAL TOURISM IN THE VINNYTSIA REGION	30
1.4	ENVIRONMENTAL ASSESSMENT OF TOURISM DEVELOPMENT STRATEGY THE CITY OF VINNYTSIA	41
2.	Zakharova T. ¹ CHAPTER 2. MEASURES TO INCREASE THE EFFICIENT USE OF TOURIST RESOURCES OF VINNYCHINA TO CREATE A POSITIVE IMAGE OF THE REGION ¹ Assistant of the department of management of foreign economic activity, hotel and restaurant business and tourism Vinnytsia National Agrarian University	46
2.1	THE STATE OF THE TOURISM INDUSTRY IN VINNYTSIA REGION	46
2.2	PRIORITY AREAS OF TOURISM DEVELOPMENT IN VINNYTSIA REGION	62
2.3	WAYS OUT OF THE CRISIS AND EFFICIENCY OF USE OF ENTERPRISES IN THE TOURISM INDUSTRY IN VINNYTSIA	71
3.	Melnyk S. ¹ CHAPTER 3. GASTRO TOURISM AS A CURRENT TREND DEVELOPMENT OF THE SPHERE OF TOURISM IN UKRAINE AND VINNYNYCH ¹ Assistant Of The Department Of Management Foreign Economic Activity, Hotel And Restaurant Business And Tourism, Vinnytsia National Agrarian University	82
3.1	GASTRONOMIC TOURISM: MODERN APPROACHES IN THE MODERN WORLD	82
3.2	DEVELOPMENT TRENDS OF GASTRONOMIC TOURISM IN UKRAINE	86
3.3	GASTRONOMIC TOURISM OF THE REGION	90
3.4	UKRAINIAN GASTRONOMY BRANDS	99
3.5	DIRECTIONS OF GASTRO TOURISM DEVELOPMENT IN VINNYCHINA	103

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

4.	<p>Prylutskyi A.¹</p> <p>CHAPTER 4. HISTORICAL MONUMENTS OF VINNYCHHYNA IN THE TOURIST SPHERE OF THE REGION</p> <p>¹ PhD in economics, Associate Professor of the Department International Management, Hotel and Restaurant Business and Tourism, Vinnytsia National Agrarian University</p>	110
4.1	STATUS OF PROTECTION AND PRESERVATION OF ARCHITECTURAL OBJECTS OF VINNYCHCHINA	110
4.2	CASTLES AND PALACES OF VINNYCHINA IN THE TOURIST INDUSTRY	115
4.3	PROSPECTIVE USE OF ARCHITECTURAL OBJECTS IN THE DEVELOPMENT OF DOMESTIC AND INTERNATIONAL TOURISM	119
5.	<p>Stavska U.¹</p> <p>CHAPTER 5. INNOVATIVE APPROACH TO INFORMATION TECHNOLOGIES IN TOURISM</p> <p>¹ Candidate of Economical Science, Associate Professor Head of the Department of international management, hotel and restaurant business and tourism, Vinnytsia National Agrarian University</p>	134
5.1	THE ROLE OF INFORMATION TECHNOLOGIES IN THE DEVELOPMENT OF TOURISM	134
5.2	USE OF INFORMATION TECHNOLOGIES IN TOURIST ACTIVITIES	157
5.3	RESEARCH ON THE USE OF INTERNET RESOURCES BY UKRAINIAN TOURIST ENTERPRISES	166
5.4	ADVANTAGES OF CREATING YOUR OWN TRAVEL COMPANY WEBSITE	174
5.5	THE IMAGE OF THE TOURIST ENTERPRISE	184
5.6	AGRO-TOURISM COMPLEXES OF THE VINY NAT REGION IN THE CONTEXT OF THE GREEN EUROPEAN COURSE: DEVELOPMENT VECTORS AND PERSPECTIVES	192
6.	<p>Tabenska O.¹</p> <p>CHAPTER 6. PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED</p> <p>¹ Department of Management foreign economic activity, hotel and restaurant business and tourism, Vinnytsia National Agrarian University</p>	199
6.1	TOURIST POTENTIAL OF VINNYTSIA REGION	199
6.2	FORMATIONS IN THE FIELD OF TOURISM IN VINNYTSIA REGION	208
	REFERENCES	239

Chapter 1. Integration processes in the conditions of sustainable development of tourism

1.1. Modern processes of distribution and integration in tourism

Tourism is one of the largest and fastest growing sectors in the global economy bringing new opportunities for many countries, cities, and regions, while at the same time presenting many new challenges. Continued growth is causing pressure on infrastructure, the environment, local communities, other economic sectors, and wider society. When unchecked, this growth can lead to significant impacts on sensitive cultural, heritage and environmental sites, as well as the day-to-day lives of residents, often resulting in negative perceptions or even resentment towards tourists and tourism more broadly.

Economic, social and environmental impacts are felt at every destination visited by tourists, regardless of the volume or the locality. While the effect (positive or negative) and magnitude of specific impacts might be possible to estimate at a point in time, they will also vary according to the unique characteristics of individual destinations. For example, the ability of sensitive natural and cultural sites to cope with visitor numbers, and the ability, or willingness, of those affected to adapt. There is a growing argument that tourism success should not be measured solely in visitor numbers, but rather its ability to contribute to local economies and the net benefits it provides to destinations [9].

The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. The impact this industry can have in the different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

consumption, its economic impact is felt widely in other production sectors, contributing in each case toward achieving the aims of accelerated development.

A major difficulty in defining the boundaries of the tourism sector is to ascertain what investment costs should be ascribed to the development of tourism. Although heretofore not treated by international agencies as a “sector” in national accounting terms, tourism entails a collection of goods and services that are provided specifically for visitors and would not have been provided otherwise.

Because of its interdependence with other sectors of the economy, it is difficult to analyze and plan for tourism. The lack of reliable statistical data hampers identification of the mechanisms by which tourism generates growth, as well as its potential for development. Yet, in those instances where analysis has been carried out and research has preceded planning, tourism’s priority in competing for scarce investment funds has been established. In these cases, long-term programs for tourism development have been designed.

Nature and heritage tourism development has investment needs that differ, in certain respects, from traditional tourist hotel development. There may be a greater need to improve access to the attraction site or facility, and for a mode of development that does not interfere with a sensitive habitat or historic area.

Three primary factors influence the level of nature and heritage tourism demand: overall tourism growth, the growth in specialty travel, and increasing awareness of and concern for the environment. Each of these factors is in turn influenced by a number of elements. Overall tourism, for instance, is expected to continue to grow more rapidly than world economic output as a result of factors such as population growth, rising incomes and employment, shorter work weeks in many parts of the world, and the increasing integration of the world’s economies and societies. The rapid growth of specialty travel is fueled by some of the same factors, but there are a number of additional explanations: the boom in outdoor recreation and the new interest in health and fitness, for example. Environmentalism is another of the elements that have changed people’s attitudes about how they should spend their vacations.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Integration, broadly conceptualized as a way to think about linkages between stakeholders, businesses, resources and tourism activities, has become an important focus within the tourism planning and management literature. Taking a holistic systems approach and considering how the different components of the tourism industry interact is important for understanding the phenomenon of tourism. Likewise, this type of approach means that instead of focusing solely on tourism-specific policies, multi-faceted policies that consider horizontal and vertical linkages will help to better position a community to leverage its resources and create opportunities for reaching its full economic and social potential. In this regard, ‘there is sufficient, reliable evidence to show that economies that adopt a whole-of-government approach to tourism development and management are among the most successful in terms of tourism performance. Integrated tourism planning is defined, then, as ‘tourism that is explicitly linked to the economic, social, cultural, natural, and human resources of the localities in which it takes place.

Integrated tourism planning is often employed in regional contexts such as those that cross the urban-rural threshold where development strategies are aimed at dispersing tourists, their money and their impacts towards the outskirts of major tourist centres. Thus, the development and support of linkages is especially vital to successful strategic planning in these contexts, particularly on the part of rural communities who are attempting to revitalize or adapt to the changing economic and social landscape of the 21st century. According to Reimer, the four major areas in which linkages occur between rural and urban communities are ‘through the flows of resources, services, people, and information; formal and informal institutions they share; the environments they share; and their common and complementary perceptions, values, identities, and ideologies. This perspective emphasizes the intangible links (e.g. knowledge, shared social institutions such as family, religion, education, government and the values, perceptions and ideologies that an individual may hold) as well as how rural and urban areas play a supporting, harmonizing role with each other. As such, integrative planning strategies can be developed that capitalize on the strengths of the rural community as it aligns with its urban counterpart.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

In tourism, this is captured in the notion that rural areas often provide the appropriate environment and resource base for a complementary tourism product to that offered in urban areas. The quaint atmosphere of a small town, historic architecture, agrarian lifestyles and close connections to natural resources are commonly represented in rural tourism products, while urban tourists are typically drawn to events, entertainment and evening activities, meetings and conferences, and the built urban landscape. It should also be noted that the communities that are directly adjacent to urban areas and facing intense pressure from rapid urbanization and population growth, known as fringe or exurban communities, also offer their own unique type of tourism product that includes theme parks, shopping villages, modified-nature based tourism, outlet malls and golf courses.

There are other forms of convergence between rural and urban tourism products that should not be overlooked: for example, farm-to-table restaurants that bring the rural culture to the urban, and concert festivals that bring urban culture to the rural venues. Beyond the tangible distribution channels of the tourism product itself, integrated tourism also links into other areas of life in rural communities and is characterized by its:

- a) embeddedness into local systems and everyday life;
- b) complementarity to other industries and ways of life;
- c) scale that is appropriate for the environmental and social carrying capacities of the community;
- d) endogeneity or fit with the local resource base;
- e) sustainability ethos;
- f) ability to create networks among stakeholders to develop and manage tourism;
- g) and empowerment of the local stakeholders to exercise political control over tourism development.

These are some definitions that are used in the travel and tourism industry:

Interrelate- when two or more businesses become connected to each other.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Channel of Distribution- the movement of products or services between organisations.

Integration- when businesses/organisations combine together.

Interdependency- when organisations depend on one another.

No single component of the travel and tourism industry can operate alone without relying on other parts of the industry. Each relies on others for its success. For example, Transport providers are dependent on Alton Towers as they gain money. Accommodation is dependent as they will gain customers and money when customers want to stay at near by hotels or B&B's. Food services such as pubs, restaurants and cafes will benefit. Small businesses in the nearby town also, other attractions will benefit as customers are encouraged to go to different attractions. Tourist boards will promote Alton Towers and it has links with websites, newspapers, food packaging and TV adverts.

The chain of distribution and integration. The chain of distribution is the means of getting the product to the consumer. In the chain of distribution, businesses fit neatly into a category such as retailer and perform the role of that business. This is a diagram showing the chain of distribution in the travel and tourism industry.

Chain of distribution are now a lot more complicated. Example- many airlines rely on tour operators and travel agents to sell seats on their aircraft. The tour operator often owns the airline e.g. TUI and Thomas Cook. These companies have their own aircrafts to fly their customers as part of their package holiday. Even if the tour operator does not own the airline, they rely on the tour operator to use their services in their holiday packages. Tour operator packages traditionally have been sold through various travel agents.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

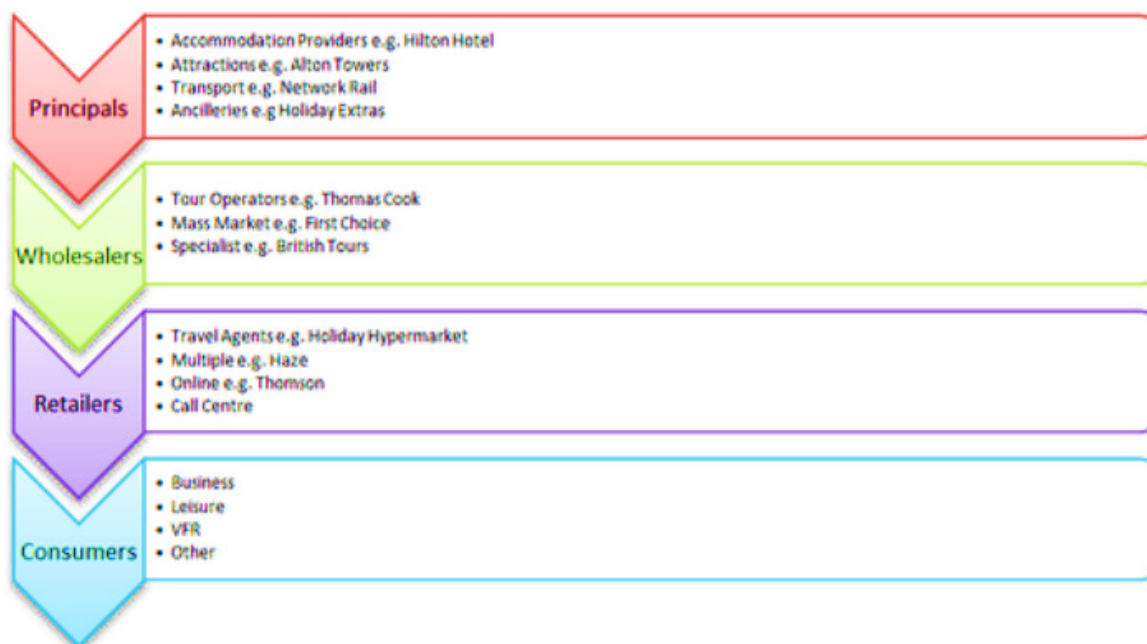


Figure 1. Chains of distribution and integration in tourism

**Source: created by the author based on [6, 7, 8, 9, 10].*

Integrated Chains of Distribution This is where the chain is owned by the same company.

There are simpler chains e.g. self catering holidays such as cottage as in the Lake District, are sold through brochures and organisations that promote the Lake District as a destination for a holiday. The properties appear in a brochure and bookings are made via the organisation which has promoted the accommodation, handles payment (organisation will take a commission) and liaises with the customer.

Until recently booking a holiday could mean having to deal with different businesses which provided different parts of the package. However, Chains of Distribution are changing and businesses are starting to expand their area of operation. This process is known as integration. The advantage of one business offering all elements of a holiday is that the business is able to control its cost and ensure that their customers receive a guaranteed high standard of service.

There are two types of integration: **Horizontal Integration**- where businesses at the same level in the chain of distribution merge together or are purchased by another. **Vertical Integration**- where a business at one point on the chain of distribution purchases or acquires a business at a higher or lower level of the chain of distribution.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Companies do not stick to one line of business. They tend to buy or merge with other businesses, always striving for greater commercial success and market dominance. When companies do this it is known as vertical or horizontal integration. Vertical integration occurs when two companies at different levels in the chain of distribution merge or are bought. This may be backwards integration- for example, a tour operator buys a hotel - or forwards integration, for example a tour operator may buy a travel agency. Tour operators have bought or created airlines, hotels and travel agencies. This means they own all the different components in the chain of distribution and are able to control the whole operation. They claim that this gives the economies of scale and allows them to offer better prices to customers. It can also mean that smaller operators are forced out of business. If a tour operator buys another tour operator at the same level in the chain of distribution, this is known as horizontal integration. Most of the major tour operators in the UK are vertically and horizontally integrated, owning their own travel agencies, airlines and often hotels, besides different tour-operating businesses.

No travel and tourism organisation can work in isolation. Each is dependent on others for its effective operation. For example, a visitor attraction depends on the transport industry to bring its customers to the attraction. It also needs the service of the local and regional tourist boards to promote it.

Based on the above analysis, it is clear that for many countries, regions and destinations, tourism growth remains economically, socially and environmentally unbalanced, often as a result of rapid and unplanned growth in visitor numbers, which can negatively affect not only the tourist experience, but also the environment and host communities upon which tourism depends. It is also clear, however, that there is no one-size fits all solution, as the opportunities and challenges for tourism development will vary depending on the unique characteristics of individual destinations within and between countries.

Building on the analysis within the chapter, outlined below are a selection of key policy considerations to address increased pressure on those destinations experiencing unbalanced tourism growth. Such considerations can provide existing and emerging destinations with the tools to help avoid potential pitfalls as they strive to strike a balance

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

between the benefits and costs associated with tourism development, and implement a sustainable vision for the future.

Rethink tourism success. A paradigm shift in perceptions of tourism ‘success’ is required across all levels of government and on behalf of all stakeholders, with a greater focus on the environmental and socio-cultural pillars of sustainability. Success should not be judged on visitor numbers alone, but rather from a more holistic perspective that considers the positive impacts that tourism can deliver at the destination level. In addition to economic benefits, adopting such a philosophy would help to deliver net benefits to local communities and indigenous peoples, contribute to achieving the SDGs, and combat climate change.

Adopt an integrated policy-industry-community approach. It is imperative that tourism is treated as only one component of a diverse economy. Policy makers need to ensure that efforts to grow tourism are pursued within the wider context of relevant city, regional, and wider economic development strategies, and in close co-operation with industry and civil society. Horizontal and vertical policy co-ordination, and closer integration of multiple policies to support a more strategic and co-ordinated approach to sustainable tourism growth is needed to spread the benefits of tourism both spatially and temporally. Due to the evolving nature of multi-level governance systems, a periodic review of jurisdictional responsibilities should be made to ensure flexibility in the system.

Mainstream sustainable policies and practices. Policy makers should take additional steps to mainstream the concept of sustainability in tourism policies and industry practices, to better support the transition to a green, low-emissions and climate-resilient tourism economy. Long-term strategies and objectives should have a clear sustainability focus and clear linkages to the SDG targets. A more comprehensive understanding of tourism value chains will help to identify opportunities for incremental improvement and capacity building needs. Adopting a circular economy approach presents an opportunity for tourism businesses and more specifically SMEs to enhance innovation and achieve resource efficiency with a system-wide approach along the entire value chain, and there is a clear role for governments to play in facilitating this process.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Better measurement for better management. Together, the spatial and temporal dimensions of tourism are fundamental in any effort to characterise and study tourism in a given territory. Countries require a system of tourism information and statistics that produces robust and timely data that is sufficiently disaggregated and comparable at the regional and national level. Moving forward, countries should adopt a more analytical approach to understanding short and long term environmental, social and economic impacts of tourism development, including the financial costs of managing tourists during their stay, in order to more effectively inform the decision-making process and to determine the desired type and scale of tourism appropriate for individual destinations. As part of this process, policy makers should continue to explore opportunities to combine conventional statistical data, with emerging, big data sources, to enhance its spatial and temporal granularity.

Develop a forward looking agenda. To achieve long-term sustainable tourism development, governments at all levels would benefit from developing comprehensive long-term plans that extend beyond the political cycle. These strategies should provide the certainty that businesses require, while being agile enough to emerging realities. They should consider the potential impacts of policies on future generations and take responsible actions in the present. An ongoing dialogue between government, local communities and industry, utilising regular feedback mechanisms can play an important role in identifying opportunities and challenges as they arise, and in developing policy responses to adapt as necessary. Finally, as the world becomes increasingly globalised and enabling technologies continue to facilitate connections, policy makers cannot operate in silos and must collaborate internationally to ensure that the gains from tourism are inclusive and equitable, and that policies and decisions are globally sustainable.

The issue of the interaction of tourism and the environment is closely related to the problem of sustainable development of the region, i.e. such development of the territory that allows to satisfy all the necessary needs of the population today, but at the same time do not jeopardize the ability to meet the needs of future generations. According to the concept According to the UN, one of the main conditions for

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

sustainable development is the greening of any production (including in the field of services) [6].

Declaring in directive documents the principle of a "green" economy - "what is ecologically beneficial is economically beneficial safe", the UN believes that in order to transition to a "green" economy, the world community needs to invest by 2050 2% of world GDP in ten key sectors: agriculture, housing and communal services, energy, fishing, forestry, industry, tourism, transport, water resources management, disposal and processing of waste. In turn, according to the conclusions of UNWTO and UNEP experts, set out in the report "Tourism and Green Economy", the scenario for the development of territories under the "green investment" program will allow 2050 to reduce energy consumption in the tourism sector by 44%, and CO2 emissions by 52%. To achieve such an effect possible by using a combination of measures, including: technological innovation, transition to ecological transport and effective energy and environmental management; in the hotel sector.

For Ukraine, which has diverse and significant recreational and tourist resource opportunities, but did not have time to develop and unite all the main links of the tourism industry into a single chain, the threat of becoming an outsider in the world tourism process may become more than obvious. This caveat also follows from specific ones conditions and features of the development of the country's tourist market. In recent years, there has been a single-vector development of the tourist market, where the dominant type is outbound tourism.

At the same time, there are no necessary institutional preferences for internal and external, ecological development of tourism in the regions, which actually turned tourism into permanent and powerful channel of outflow of currency resources countries. This creates a chronic shortage of working capital, necessary to meet the needs of the internal market, and cannot fail to affect the extent of their involvement in the development of the ecological tourism infrastructure of Ukraine. The development of the domestic tourist market is restrained and lack of budgetary and extra-budgetary funds, absence lending at acceptable rates, as well as favorable conditions that stimulate

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

the inflow of international and domestic investments into the tourism sector of the economy [6].

But not only the environment depends on tourism - sustainable development of the tourism industry as well impossible without improving the ecological situation in the region.

Tourism is particularly sensitive to climate, which determines the length and quality of tourist seasons. Tourism today not only loses in its development from global warming, but is itself a vector of climate change, responding for approximately 5% of global CO₂ emissions (of which 2% is for air flights, 1.7% for land transport, 1% for hotel industry) [2]. Preservation of the integrity of the environment is the most important prerequisite for the development of tourism, since only ecologically clean regions attract tourists and contribute to their full rest.

1.2. Ecological tourism as a priority direction of sustainable development of the tourism sphere

A characteristic feature of today is the deterioration of the ecological situation, which determines the need to create an ecologically safe environment as important component of sustainable development. In this connection, it becomes relevant tourism sphere, in particular ecological tourism, which is one of the leading ones types of economic activity that should ensure ecological direction economic development. For the development of the tourism sector today, there are both favorable and unfavorable factor. It has been observed in Ukraine recently aggravation of the ecological situation, the need for formation increases accordingly ecologically safe social environment - an important component of sustainable development countries. An important role is played in ensuring the conditions for achieving the above allocated to the tourism sector, in particular to its segment, which has an ecological direction.

This is indicated by the data of official statistics, according to which the trend can be traced growing demand for tourist services (the exception is the period of the spread of the epidemic coronavirus), which is caused by:

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

– a change in the structure of demand and consumption, as a result of which in the structure of consumption the share of services is growing;

- increasing labor productivity, which ensures an increase in free time the population, which stimulates the development of various types of leisure;

- the increase in the welfare of the population, according to which consumption increases tourist and recreational services;

- the active development of information technologies, which causes the emergence of new ones types of activities;

- intensification of competition in the service market, which stimulates the production of services, needed by consumers, etc.

It should be taken into account that the ecological situation in the world in general is deteriorating significantly industries that have a negative impact on the state of the environment and, therefore, on the quality of the resource potential of the tourism sector.s.[2].

Ecotourism ' (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale.

It purports to educate the traveler; provide funds for conservation; directly benefit the economic development and political empowerment of local communities; and foster respect for different cultures and for human rights.

Eco tourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention. Most serious studies of ecotourism including several university programs now use this as the working definition.

Ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and environmental responsibility. It typically involves travel to destinations where flora, fauna and cultural heritage are the primary attractions. One of the goals of ecotourism is to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Ecotourism, responsible tourism, jungle tourism, and sustainable development have become prevalent concepts since the late 1980s, and ecotourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents a change in tourist perceptions, increased environmental awareness, and a desire to explore natural environments. At times, such changes become as much a statement affirming one's social identity, educational sophistication, and disposable income as it has about preserving the Amazon rainforest or the Caribbean reef for posterity.

At present, there is a lot of research into the ecological aspects of tourism relevant. In order to achieve the goal of implementing its health-improving function, it is ecological tourism involves providing tourists with:

- food with ecologically clean products;
- guarantees the quality of ecologically clean products by monitoring them compliance with environmental requirements;
- rest in an ecologically clean area;
- a trip (preferably on foot) through pure wild nature;
- increasing the competitiveness of environmental and tourist services;
- achieving sanitary and hygienic standards, safety standards for vacationers and their property [5].

To ensure the above, Ukraine has a powerful ecotourism potential, which includes: 4 biosphere and 12 national natural parks; 70 thousand rivers; 30 thousand lakes; significant forest areas, etc. [9].

It is worth noting that tourist trips to the native land are also an effective means patriotic upbringing of youth, instilling in them a sense of love for their native country.

During tours to national parks and other natural areas, tourists receive interesting information about nature.

The development of ecological tourism is a kind of response to development needs ecologically reasonable and economically attractive policy of using the above resources and aimed at:

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- preservation of biological and landscape diversity and attractiveness natural areas;

- promotion of sustainable socio-economic development;

- effective use in an environmentally conscious manner.

Each of the components of ecological tourism should contribute not only to service population, but also to ensure sustainable socio-economic development of the country. This the process in Ukraine is characterized by the presence of significant obstacles, particularly in the process transition to market relations. Sustainable development, as practice shows, requires optimal combination of both market mechanisms and targeted measures state regulation, including the use of resource potential, which forms the basis of the development of ecological tourism, because inefficient use of the specified potential leads to depletion and degradation of natural resources.

Therefore, in ensuring sustainable development, it is important first of all to adhere to these principles:

- people have the right to a healthy and fulfilling life in harmony with nature;

- the current socio-economic development of the country must be carried out without harm for the development and protection of the environment, for the benefit of present and future generations;

- implementation of environmental projects is ensured in the interests of communities on a large scale from local territorial communities to state and supranational entities;

- ecological adaptability, which involves assessing the degree of development of stocks environmental safety within the market environment, implementation of relevant guidelines in the practice of functioning of all spheres of tourist activity;

- optimality and efficiency, which involves taking into account limited resources ensuring environmental safety, which contributes to the effective use of natural resources resources;

- ecological orientation, i.e. directing activities to the formation of an environmentally safe environment [1].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Ecotourism depends from:

– the availability of the appropriate material and technical base and the efficiency of its use;

– the state of cooperation of funds of various business entities;

- lack of regulatory, methodological, organizational and informative support from the state. This is especially noticeable in small towns and in rural areas, which negatively affects the socio-economic condition of the mentioned settlements;

- cooperation of executive authorities, local self-government, public and professional organizations and business structures in the field of tourism;

- state regulation of the tourism industry regarding the implementation of relevant steps of Ukraine's integration into the international market of ecological tourism services taking into account its real capabilities. It is clear that it is the state that forms the main ones conditions of operation of tourist activity subjects both on the national and on international markets.

The analysis of services of the ecological profile of the tourist sphere of Ukraine shows that it is significant some of them entered the civilized market. However, there is currently no single system requirements for the specified services. In rural areas, for example, every operator of the specified eco-tourism services determines the quality of the services it provides.

At the same time, an analysis of the main indicators of an ecologically safe environment was carried out indicates the non-compliance of ecological tourism services with international standards. WITH in view of this further development, which determines the leading trend in the formation of ecologicalsafe social environment as an important component of sustainable development, regarding tourism sector should be based on:

- modernization of the infrastructure of all components of ecological tourism;

- implemented practices of direct financing from state and local budgets measures for the development of ecological tourism;

- arrangement of routes, places for recreation in forests and mountain areas, observation areas sites and the formation of tourist ecological information centers, etc.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

All this will contribute to the acceleration of sustainable socio-economic development in our country the country [2].

Ecotourism is a form of tourism that involves traveling to tranquil and unpolluted natural areas. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is “Responsible travel to natural areas that conserves the environment and improves the well-being of local people.

Why is it important..? Because..,

- Involves travel to natural destinations.
- Minimizes impact and builds environmental awareness.
- Provides direct financial benefits for conservation.
- Provides financial benefits and empowerment for local people.
- Respects local culture.
- Supports human rights and democratic movements.

Ideally, ecotourism should satisfy several criteria, such as:

- Conservation of biodiversity and cultural diversity through ecosystem protection.
- Promotion of sustainable use of biodiversity by providing jobs to local populations.
- Sharing of socio-economic benefits with local communities and indigenous people by having their informed consent and participation in the management of ecotourism enterprises.
- Tourism to unspoiled natural resources, with minimal impact on the environment being a primary concern.
- Minimization of tourism’s own environmental impact.
- Affordability and lack of waste in the form of luxury.
- Local culture, flora and fauna being the main attractions.

Ecotourism operations occasionally fail to live up to conservation ideals. It is sometimes overlooked that ecotourism is a highly consumer-centered activity, and that environmental conservation is a means to further economic growth.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Ecotourism also has an effect on species through the value placed on them. “Certain species have gone from being little known or valued by local people to being highly valued commodities. The commoditization of plants may erase their social value and lead to overproduction within protected areas. Local people and their images can also be turned into commodities”

Natural resource management can be utilized as a specialized tool for the development of eco-tourism. There are several places throughout the world where the amount of natural resources are abundant. But, with human encroachment and habitats these resources are depleting. Without knowing the proper utilization of certain resources they are destroyed and floral and faunal species are becoming extinct. Ecotourism programme can be introduced for the conservation of these resources. Several plans and proper management program can be introduced so that these resources remain untouched. Several organizations, NGO's, scientists are working on this field.

Sustainable tourism is where tourists can enjoy their holiday and at the same time respect the culture of people and also respect the environment. It also means that local people (such as the Masaai) get a fair say about tourism and also receive some money from the profit which the game reserve make. The environment is being damaged quite a lot by tourists and part of Sustainable tourism is to make sure that the damaging does not happen [1].

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts.

- Build environmental and cultural awareness and respect.

- Provide positive experiences for both visitors and hosts.

- Provide direct financial benefits for conservation.

- Generate financial benefits for both local people and private industry.

- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Design, construct and operate low-impact facilities.

Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Most of us are growing increasingly tired of living in concrete jungles and choosing eco-tourism destinations around the world to rejuvenate ourselves. While these places offer travellers clean air to breathe and calming environs full of lush greenery to relax in, they also serve as one of the best ways to spread awareness about the conservation of natural resources. By Ipsita Kabiraj.

According to The International Ecotourism Society (TIES), eco-tourism or sustainable tourism can be defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.”

As an eco-tourist, one can immerse themselves in pristine locations while taking part in the maintenance and protection of the region. Ecotourism also boosts employment by empowering locals with opportunities. It acts as a catalyst in encouraging conservation by garnering financial aid and allows economies to thrive without exploiting the local wildlife.

Being at one with nature doesn't mean going slow and silent. Some of the best eco-tourism destinations in the world are a haven for adventure seekers as well. Swimming with sharks, adventure caving, snorkelling or witnessing the great migration — there's no dearth of fun in eco-tourism.

And, the best part is you can do all this with reduced impacts of travelling and tourism on the environment, and without harming animals or ecosystems in the process. Such experiences are carefully curated for eco-travellers to experience the on-touristy untapped versions of the environment, while also enabling them to leave the place better than they found it.

Here are some of the best eco-tourism destinations around the world. Gothenburg, Sweden. This is the second-largest city in Sweden and is considered one of the top eco-tourism destinations globally. A majority of the former industrial port town's public transport today runs off renewable energy, and over 90 per cent of the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

hotels are eco-certified. The city is surrounded by thick forests and offers vast breathing spaces in the form of parks, meadows, expansive cycling tracks as well as hiking routes.

Gunung Mulu National Park, Malaysia. The national park is nestled on the island of Borneo in the State of Sarawak and is famous for its extensive cave networks and rich biodiversity. It is also a UNESCO World Heritage site and home to lofty peaks, deep gorges and serene rivers. The place is home to one of the unique geological formations in the world — like the Pinnacles — which are a forest of spires made of limestones. One can engage in activities such as hiking, adventure caving and canopy walking. Tour guides also engage visitors to take part in conserving the gorgeous natural resources of the park.

Galápagos Islands, Ecuador. Besides being one of the world's richest destinations for biodiversity, this archipelago of volcanic islands in the Pacific Ocean is also famously home to a host of unique iguanas and lizards. The islands have a delicate ecosystem, comprising thousands of species of endemic and unusual plants and animals. The authorities practise low-impact tourism — only a limited number of visitors, accompanied by a registered guide, are allowed access on a day-to-day basis.

Interesting fact: Charles Darwin's theory of evolution was inspired by a visit to the Galápagos back in 1835.

Donsol and Peleliu, Philippines. The metropolis of Donsol facilitates sustainable tourism by only allowing a limited number of tourists to sign up to swim with whale sharks, as locals try to preserve their population in the region. One can also experience scuba diving with manta rays. Similarly, Peleliu, another eco-tourism destination located to the east, is the best for kayaking. You can come across spinner dolphins and stingless jellyfish.

Serengeti National Park, Tanzania. Often considered a celebrity hotspot (with visitors including actor Will Smith, football star David Beckham and former US President Barack Obama), the Serengeti National Park is the oldest game reserve in Tanzania. The country has gone a long way in protecting its habitat by designating 25 per cent of its land for conservation.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Home to colossal herds of animals like zebras, gazelles and gnu, it is also the only place in Africa where land-animal migrations still take place. The unforgettable experience of witnessing the great migration should definitely make it to your bucket list. The local guides go out of their way to lay emphasis on the importance of wildlife preservation and ensure visitors cause the least disturbance to the ecosystem.

Pingvellir National Park, Iceland. Pronounced ‘thingvellir’, this national park is one of the most iconic (and visited) places on the Icelandic mainland. A UNESCO World Heritage Site, it offers breathtaking views of mountains on three sides, Lake Þingvallavatn at one end, and lava fields dotted with lush grass on the other. You will have to see it to believe it.

To balance the tourist footfall, the park, which is managed by the environmental agency Umhverfisstofnun, focuses on the use of sustainable resources to maintain the region’s ecological purity as much as possible.

Great Barrier Reef, Australia. Arguably the world’s most famous and largest coral reef ecosystem, the Great Barrier Reef, has been under threat for a while now due to pollution, excess fishing and global warming.

The good news is that this home to diverse marine life, including 4,000 types of molluscs and 1,500 species of fish, is now on a slow path to recovery. The islands along the reef have taken it upon themselves to practise ecotourism in limited ways that help boost the economy and fund further conservation.

Koh Kong, Cambodia. Cambodia is one of the popular eco-tourism destinations in South East Asia. The province of Koh Kong, located near the border with Thailand, is a hidden gem and boasts of dense mangrove forests, crystal-clear rivers, tropical islands with virgin beaches and rich biodiversity, including several threatened species.

While here, visitors can enjoy the pristine location by opting for eco-friendly hotels and sustainable restaurants, as well as engage in activities such as day trekking, kayaking and snorkelling.

Monteverde Cloud Forest, Costa Rica. With tons of eco-tourism activities, Costa Rica is a haven for conscious travellers. The country has also reserved a quarter of its landmass as protected land, national parks and reserves. The Monteverde (meaning

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

“green mountain”) cloud forest reserve is home to several endemic animal and plant species, accounting for more than 100 species of mammals, 1,200 species of amphibians and reptiles, as well as 400 species of birds.

The Burren, Ireland. The place derives its name from the Irish word “Boíreann” meaning a rocky place. One of the unique locations on the island nation, The Burren is home to 70 per cent of Ireland’s native plant species and boasts of a rugged, moon-like landscape and a diversified ecosystem.

Formed millions of years ago, it is also one of the largest and most accessible Karst regions in the world. The Burren Ecotourism Network works to ensure the sustainable development of its communities, environment and heritage. The Burren National Park offers some great adventure activities like guided walking trails, imparting education about nature and a glimpse of some stunning wildlife.

Sundarbans, India. One of the largest mangrove forests in the world, the delta of the Sundarbans is formed by the confluence of the Ganga, Brahmaputra and Meghna Rivers in the Bay of Bengal. It spans India and Bangladesh.

One of the most far-flung destinations in the world, the Sundarbans National Park is a UNESCO World Heritage Site and is known for its plethora of exotic flora and fauna. Home to the majestic Royal Bengal Tigers, the river labyrinths are also the natural habitat of beautiful kingfishers, estuarine crocodiles, the endangered endemic River Terrapin and other animals.

Visitors can explore the creeks on boats and support the locals in conserving nature by going plastic-free and buying local produce like honey and jute products.

Thimphu, Bhutan. The mountainous Asian paradise that is one of the best ecotourism destinations is Bhutan’s capital city Thimphu. Located in the lap of nature, the place is surrounded by the striking Himalayan mountains and beautiful rivers, making it seem right out of a postcard.

Owing to its high sustainable and environmental standards, Bhutan received an honorary mention by World Population Review in its list of happiest countries in the world in 2022. The country has so much greenery that all the carbon it produces gets easily absorbed.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Thimphu is also the cultural capital and offers a wide range of sustainable activities like hiking at the Kuenselphodrang Nature Park, soaking up views at Buddha Point and seeing the national animal, takin, at Takin Preserve. One can also visit the Textile Museum or Choki Art School to learn about the ways Bhutan preserves its indigenous handicraft.

Recently, the Ukrainian reality also provides a lot of convincing facts that indicate that ecotourism is beginning to arouse interest and find the ground under its feet. The most vivid example is the emergence of developments related to the organization of ecological trails, which was already discussed above.

Economic and organizational factors predominate among the factors restraining the development of ecotourism in Ukraine, given its strong ecotourism potential. Economic restraining factors include:

- lack of the necessary initial capital to finance works on the creation of scientific and natural history centers, on the development of a set of questions on the formation of target programs of ecological tourism;

- weak investments in tourism infrastructure, which affects the state of hotel and transport services, the level of service provision, etc.;

- lack of resources for management and marketing of ecotourism to attract potential tourists to visit at least those territories that already have a certain infrastructure at their disposal for receiving, accommodating and serving guests;

- lack of targeted scientific research and training of the necessary personnel.

The following can be named among the organizational restraining factors:

- limited tourist routes in places of ecological tourism and their weak infrastructure;

- lack of specialized tour organizations in the field of ecotourism;

- bureaucratic bans and restrictions on visits by ecotourists to places that are attractive in terms of nature, mainly due to the lack of development of the interaction mechanism of the administration of environmental management and nature protection organizations with the organizers of eco-tourist trips and excursions;

- a limited set of tourist and recreational services for tourists;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- lack of socially oriented information management and PR of ecotourism, fashion for ecotourism;
- lack of qualified experts in the field of ecotourism, able to undertake the development, organization and conduct of ecological tours;
- lack of environmental specialists among the heads of relevant state institutions, ministries and departments;
- lack of the necessary legal framework for ecotourism.

To this, it is worth adding the factor of psychological unpreparedness to participate in the organization and promotion of ecotourism by the administrations of nature management and nature protection organizations and the local population. In this direction, it is necessary to carry out a significant amount of work, its result should be the recognition of ecological tourism as a full-fledged socially, economically and legally active participant in nature protection activities.

As you can see, the reasons that hold back the development of ecological tourism in Ukraine are quite serious. In today's conditions of political and economic instability, their elimination may take a long time. Especially against the background of the consumerist attitude to nature, which was planted in our country during the time of the "all-Union granary and firehouse" and which will be reflected in the mass consciousness for a long time. This means, firstly, wasted economic benefits, and secondly, the continuation of ecological and nature conservation stagnation, which can not only be restrained, but also successfully overcome, promoting the development of ecological tourism, primarily as a form of urban compensatory nature use in cities and suburban areas.

1.3. Priorities of the development of ecological tourism in the Vinnytsia region

Vinnytsia region has high tourist and recreational potential, which creates significant opportunities for the development of tourism. The main problem is that there are many attractions are in a neglected state, requiring reconstruction and restoration. There is funding for culture limited due to the difficult economic situation

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

in the country. Most of the attractions are not included in the tourist list routes, and therefore are not involved in the tourist process.

Vinnytsia has favorable climatic conditions, unique caves, outcrops, rapids, large areas of forest massifs, natural healing waters, including deposits of radon waters, many rivers. On the territory Vinnytsia region has a significant number of historical and cultural monuments, including a huge number religious buildings, palaces, museums, monuments, etc in the complex provides great opportunities for development tourism industry. A well-developed social infrastructure, which is represented by a significant number catering establishments, hotels, entertainment complexes, health facilities, which allows tourists comfortable to travel.

As the main elements of infrastructure ensuring the development of tourism in the region are considered:

- means of accommodation for tourists, the capacity of the room fund, the condition and quality of the services provided;
- enterprises in the field of public catering, their level of development, types of enterprises, level and quality of service;
- the field of trade services for tourists, forms of trade service, quality and range of services provided;
- transport services for tourists and transfers, the level of development of the transport infrastructure and its condition, the presence of specialized enterprises and rolling stock, the quality of the services provided;
- additional paid services for visitors and household services, quality and availability of services that are provided;
- sanatorium-resort and prophylactic services, availability and condition of balneological resources, capacity of sanatorium-resort institutions.

Ecotourism is one of rapidly growing spheres of international industry tourism focused on environmental, economic, sociocultural potential for the purpose of promotion preservation and development of biological diversity, protected areas, drawing attention to cultural and historical heritage, formation environmental awareness and other value orientations.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Among the scientific sources, you can find a significant number the number of publications studying directions and strategies development of national tourism, oriented as internal and external consumer of services c in the field of ecotourism.

The Law of Ukraine "On Tourism" by organizations forms of tourism are called international and domestic tourism. Ecological (green) tourism defined as a variety, depending on the category of persons, that travel, their goals, objects, that used or visited. To objects tourist infrastructure includes hotels and objects intended for the provision of services with placing; catering establishments, resort establishments [11].

Ecotourism is a travel phenomenon that full of controversies and paradoxes. Among paradoxes the authors distinguish: tourism and security nature, ecotourism as a type of entertainment, transportation of ecotourists to places, relentless search for virgin places, etc. [4].

Scientists and practitioners of tourism industries gradually introduced new terms to define alternative types of tourism: ecological, green, rural, natural, mountainous, soft, responsible, stable, etc. Most often in science the literature contains the term "ecological tourism", first proposed in 1978 by G. Miller, who defined it as "sustainable tourism that is sensitive to the environment, which includes the study of the natural and cultural environment and aims to improve it I will be in it."

Almost at the same time as T. Miller and independently of him, the definition of ecological tourism was formulated by the economist and ecologist G. Ceballos-Lascurein (1980), according to whom ecological tourism is a trip to relatively untouched or unpolluted natural corners for the specific purpose of learning, entertainment and/or enjoyment from observing nature, landscapes, plants and wildlife animals, as well as studying the cultural features of these territories.

Rest is always nice and fun. But even better, if the holiday is a health nature. The term "green tourism" is very popular the last years. Green rural tourism is a great opportunity to visit picturesque places and places of our country. Rich generous nature, clean rivers, and lakes, vast wheat fields all this you can visit and enjoy the unique beauty of nature. Our company offers everyone a great opportunity for tourism in Vinnytsia's region. Green rural tourism is the actual type of tourism that is in great

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

demand for a number of reasons it is an opportunity to visit the colorful regions of the country that you have ever seen, enjoy the fresh air and the unique beauty of Ukrainian lands. You can travel both family and friends, with this type of holiday is much more economical than the rest of the sea and the pleasure that you get, not less. You will be able to approach as close to the roots of Ukrainian culture and get acquainted with numerous folk traditions and customs.

Tourism in Vinnitsa region is a new but very promising area of domestic tourism. Vinnytsia's region extremely attractive place for travel. Well known to all Shcherbatov's palace, graph Potocki's palace, Holy Trinity Church, Orthodox shrine "Podolsky Athos" national park "Bush" and calling card Vinnitsa region a Pirogov's museum-estate famous and talented scientist, public figure and finally the brilliant surgeon. At your request, we organize a fascinating tour of memorable places of Vinnytsya's region.

We invite our guests to colorful and picturesque corners of Vinnitsa's region. And it is in the village Harmaky (Barskiy district) Hubnyk (Gaysinskiy district), Kanava (Tyvrovsky district). This is a great opportunity to enjoy beautiful nature, and fun to spend your leisure. We offer accommodation in comfortable houses, traditional Ukrainian cuisine, pleasant service, and reasonable prices. At the request of customers, we provide a shuttle both ways, and if you want to fully immerse yourself in the atmosphere of rural life and to know all the details of it life, we organize special workshops where you can learn how to make real homemade sausage, cook red beet soup, bake bread, etc.

The nature reserve fund (NPF) is protected as a national property, with respect to which a special regime of protection, reproduction and use has been established. Ukraine considers this fund as an integral part of the world system of natural territories. The development of the system of protected areas is an important prerequisite for ensuring the sustainable development of the country.

The state regional development strategy for 2021-2027, approved by the Cabinet of Ministers Resolution No. 695 of August 5, 2020, provides for the expansion of the area of PZF to 15% of the total territory of the country in 2027. This indicator is a very

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

important ecological and social indicator, the increase of which contributes to maintaining the ecological balance of ecosystems and the ecological stability of territories. Thus, the Convention on the Protection of Biological Diversity, to which 196 countries of the world are parties, including Ukraine, set the task of creating a system of nature protection territories on the area of 17% of land and 10% of sea water areas.

The creation of nature conservation areas is also provided for by other international conventions and agreements in force in Ukraine, namely: the Convention on Wetlands of International Importance, Mainly as Waterfowl Habitat (Ramsar Convention, Article 2), the Convention on the Protection of Wild Flora and Fauna and Natural habitats in Europe (Bern Convention, Article 4), the Convention on the Conservation of Migratory Species of Wild Animals (Bonn Convention, Article 2), the Convention on the Protection of the World Cultural and Natural Heritage (World Heritage Convention, Article 5), the Framework Convention on the Protection and sustainable development of the Carpathians (Carpathian Convention, Article 4), UNESCO Program "Man and the Biosphere".

According to the results of the accounting of the territories and objects of the nature reserve fund, submitted by the executive authorities at the local level, which ensure the implementation of state policy in the field of environmental protection, as of January 1, 2021, the nature reserve fund of Ukraine has 8,633 territories in its composition and objects with an actual area of 4105522.247 ha and 402500.0 ha within the Black Sea water area.

The ratio of the actual area of the nature reserve fund to the area of the state ("the reserve index") is 6.8%.

More than half (62.7%) of the area of the PZF of Ukraine is occupied by territories and objects of national significance. Among them are 19 natural and 5 biosphere reserves, 53 national natural parks, 328 sanctuaries, 136 natural monuments, 18 botanical gardens, 20 dendrological and 7 zoological parks, 90 parks-monuments of horticultural art. The total area of the territories of the nature reserve fund of national importance is 2977006.19 hectares, local – 1910517.58 hectares.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

During 2020, the number of objects and territories of the nature reserve fund of national and local importance increased by 120 units with a total area of 26,032.82 hectares.

In 2020, 125 territories and objects of the nature reserve fund were created (announced), 8 were expanded, 4 areas were reduced, 3 boundaries were changed without increasing the area, 5 status was canceled and 1 object category was changed.

The Law of Ukraine "On the Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the Period Until 2030" provides for the increase and expansion of the territories of the nature reserve fund (in particular, protected areas in national nature parks and regional landscape parks) to ensure the sustainable development of the natural resource potential of Ukraine. , creation on land and in the waters of the Black and Azov seas and ensuring the preservation and functioning of a representative and effectively managed system of territories and objects of the nature reserve fund, including transboundary and European and international significance.

One of the prerequisites for the accession of a new country to the European Union is the adaptation of national legislation to Directive No. 2009/147/EC on the conservation of wild birds (hereinafter referred to as the Bird Directive) and Directive No. 92/43/EC on the conservation of natural habitats and species of natural fauna and flora (hereinafter - the Housing Directive), which in particular provide for the creation and operation of the network of NATURA 2000 nature conservation areas.

As of January 1, 2021, the nature reserve fund of the Vinnytsia region includes 431 territories and objects with a total area of 60,189.4437 hectares, or 2.27% of the area of the region.

The PZF of the region is represented by: national natural park "Karmelyukovo Podillia" (area - 20,203.4 ha); regional landscape parks – 4 (area – 18468.38 hectares); nature reserves of national importance – 21 (area – 13563.7 ha) and local importance – 136 (area – 11952.64 ha); natural monuments of national importance – 10 (area – 322 ha) and local importance – 188 (area – 685.69 ha); dendrological park of local importance - 1 (area - 10 hectares); parks-monuments of horticultural art of national

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED
FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

importance – 11 (area – 401 ha) and local importance – 26 (area – 383.44 ha); protected tracts - 30 (area - 734.4 hectares).

Categories of territories and objects of PZF that are not present in the territory of the region: natural and biosphere reserves, botanical gardens, zoological parks.

Table 1

Expansion of the existing territories and objects of the nature reserve fund of the Vinnytsia region

No. z/p	Name of the object	Estimated area, ha	Location (village council district, forest farm, quarter, etc.)	Availability of scientific substantiation/creation project (date of development)	The state of agreement with landowners and land users
1.	Karmelyukovo Podillia National Park (extension)	64	Chechelnytsia settlement council	Under development	Vinnytsia Regional State Administration letter dated November 5, 2020 No. 01.01-32/6813
2.	Botanical monument of nature "Chestnuts of Berezovsky"	0,1	with. Perepilchyntsi, Shargorod OTG	Approved by the Department of Agro-Industrial Development, Ecology and Natural Resources of the Vinnytsia Regional State Administration 10/30/2020	Decision of the Perepilchynets Village Council dated December 23, 2019 No. 210-35/2019
3.	Landscape Reserve "Swan Wells"	20,0	with. Karabelivka, Teplytsk OTG	Under development	Decision of the 36th session of the Stepaniv village council of the 7th convocation dated September 10, 2020 Letter of the Department of the Main Department of the State Geocadaster in Vinnytsia Region in Teplytsky District dated December 11, 2020 No. 606/414-20-0.33

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Continuation of table 1

4.	Geological monument of nature "Lipovetska Astroblema"	20,3	with. Ivanka Lypovetska OTG	Under development	Decision of the 20th session of the Ivankiv village council of the 7th convocation from 08/20/2018
----	---	------	-----------------------------	-------------------	--

**Source: created by the author based on [10].*

Karmelyukovo Podillia National Nature Park is located on the slopes of the Podilsk Highlands, in the southeastern part of the Vinnytsia region, located on the territory of the Trostyanets and Chechelnytskyi districts, on the banks of the Savranka River, the right tributary of the Southern Bug, and is the southern gate of the Podilsk region. The area of the Park's nature reserve fund is 20,203.4 hectares.

The idea to allocate protected objects arose as a result of the survey of the territory of the southeastern part of Vinnytsia bordering Odesa - the south of Chechelnytskyi and Trostyanetske districts by employees of the Institute of Botany named after E. The Cold Academy of Sciences of the Ukrainian SSR, the Polissky Agroforestry Research Station and the Vinnytsia Regional Museum of Local Lore, which carried out scientific research on the topics "Anthropogenic changes in the vegetation of Central Podillia and its protection", "Study of the representativeness of the flora of natural protection objects", "Study of the distribution of rare species of plants in Vinnytsia region".

The park was created for the purpose of preservation, reproduction and rational use of unique natural and historical-cultural complexes of Southern Podillia, which have an important environmental, scientific, historical-cultural, aesthetic, recreational and health significance. Its main tasks are:

Preservation and reproduction of valuable natural and historical-cultural complexes and natural objects on its territory.

Creation of conditions for organized tourism, rest and other types of recreational activities in natural conditions, while observing the regime of protection of protected complexes and objects.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Organization and implementation of scientific research works, including the study of natural complexes and their changes in the conditions of recreational use, development and implementation of scientific recommendations on environmental protection, reproduction of certain species of flora and fauna, restoration of disturbed ecosystems, management and effective use natural resources, organization and monitoring of landscape and biological diversity.

Maintaining and ensuring ecological natural balance in the region.

Revival of local traditions of nature use, centers of local arts and crafts and other types of folk art. Conducting environmental educational work, etc.

The main landscape areas of the Park are mezhyric undulating loess plains with medium humus soils. Meadow landscapes have been preserved in fragments, mainly within the steep slopes of streams and river valleys, along the edges of forest areas. Valley landscapes are characterized by a combination of terrace areas with chernozem-meadow and meadow-chernozem soils and floodplain areas with meadow, meadow-swamp soils, and floodplain forests. Within the Park, broad-leaved forest landscapes, represented by forests of common and rock oak, almost exclusively prevail.

A feature of the Park's flora is the presence of a number of sub-Mediterranean species in its composition of forests: common sod, small periwinkle, common ivy, Parva sedge, variegated sedge, Besser's arum, etc. The most numerous are the species with the European-Siberian type of range: dark honeydew, common primrose, bulbous bells, double-leaved honeysuckle, and others. Of the species with a circumnemorol habitat type, the male shield, knotweed, broad-leaved rush and lily of the valley grow on the territory of the Park. Of particular interest are the species with a Central European type of range, which are on the verge of distribution here, and in the forest areas of the Park they form numerous populations: sycamore, birch, bear's onion, Carniolian scopolia, snow-white snowdrop, rutvycelium sedum and some others.

On the edges of the forest massifs, steppe areas were found, where rare steppe species grow: hairy hemlock, gorse flower, cornflowers, big dream, steppe cherry.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

According to the Annals of Nature, the flora of the Park includes 638 species of vascular plants.

The core of the Park's fauna consists of representatives of forest and shrub complexes with a significant participation of species of open spaces.

The dominant species of mammals are the gray hare, the European roe deer, and the wild boar; mole, common hedgehog, common fox, forest ferret, forest marten, and squirrel are represented in significant numbers; there are 45 species of mammals in total.

The avifauna is quite rich and diverse, represented by 161 species of birds. Among the predators, buzzards and hawks are relatively common; there are black buzzards and dwarf eagles.

The Park is home to 8 species of amphibians and reptiles that have conservation value. Among invertebrates, the greatest species richness was noted for the class of insects with 260 species. In total, the species composition of the fauna is represented by 5 taxonomic types, numbering 456 species.

The Park is 350 km from Kyiv, 160 km from Vinnytsia. It borders on the Odesa region in the south. The administration of the nature reserve institution is located at Vinnytsia region. Chechelnytsky district, township Chechelnyk str. Sviato-Mykhailivska, 15. The park is subordinate to the Ministry of Energy and Environmental Protection of Ukraine, the Department of Nature and Conservation Affairs of Ukraine and operates on the basis of the Regulations on the Karmelyukovo Podillia NPP.

Among the most significant negative consequences the impact of tourism on the environment and socio-cultural environment can be distinguished as follows:

- excessive use of natural ecosystems due to a one-time increase in the number of people in recreation areas;
- Change of natural areas for accommodation of tourism facilities, exceeding permissible limits anthropogenic loads on the environment landscape;
- increase in noise pollution due to increase in the total number of vehicles;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- a mass influx of tourists, which has a negative impact on the culture and lifestyle of residents small historically significant settlements;

- excessive anthropogenic loads, which lead to the loss of historical and architectural heritage, changes in local branches of the economy, which become more and more dependent on tourism and affect the changing appearance of the region;

The destruction of the existing social system, which leads to the loss of customary values, and the clash of interests of different groups of the local population. To ensure the sustainable development of the region, tourist activity, like any other, should not prevent the following conditions of environmental sustainability: simple reproduction of renewable natural resources - that is non-reduction in time of their number and ability to recover; low rate of depletion of reserves of non-renewable natural resources with the prospect of their replacement in the future to alternative species; waste minimization based on the introduction of low-waste, resource-saving technologies; not exceeding the current level of environmental pollution [3].

Thus, the process of greening tourism has to today, it is of great importance to ensure the safety of tourist routes, and to improve the quality and competitiveness of individual tourist products, and disclosure of the socio-economic potential of the tourist region. Therefore, we consider the greening of tourism as a consistent implementation of the ideas of the "green" economy paradigm and the international experience of preserving nature and a sustainable environment in the field of environmental protection legislation, recreational and tourist activities, regional management, development of "green" technologies, environmental education and recreational nature use. An ecological tourism product must meet such requirements as: environmental friendliness of transport, environmental friendliness of consumed food, collection and ecological recycling of garbage along the way, ecological building materials used in the construction of tourist accommodation facilities, encouraging everyone's participation subjects of the tourism industry in solving environmental issues problems of the region.

1.4. Environmental assessment of tourism development strategy the city of Vinnytsia

Vinnytsia 2030 is a center of leisure and business tourism on the banks of the Southern Bug preserved historical authenticity, a developed network of land and air communication, convenient tourist infrastructure, with a year-round and varied stay program, which combines modernity with an intercultural past and allows you to enjoy the city and its neighborhoods to visitors with different financial capabilities.

At the current stage of the development of society, it is increasingly important in the international, national and regional policy acquires the concept of balanced (sustainable) development aimed at integration of economic, social and environmental components of development. The emergence of this concept connected with the need to solve environmental problems and take into account environmental issues in planning and decision-making processes regarding the socio-economic development of countries, regions and settlements.

Strategic environmental assessment of state planning documents provides an opportunity focus on a comprehensive analysis of the possible impact of the planned activity on the environment and use the results of this analysis to prevent or mitigate environmental consequences in the process of strategic planning. Strategic environmental assessment (SEA) is this a new tool for the implementation of environmental policy, which is based on a simple principle:

it is easier to prevent the negative consequences of activities for the environment at the planning stage than;

identify and correct them at the stage of implementation of a strategic initiative.

The purpose of SEO is to promote sustainable development by ensuring environmental protection and safety vital activities of the population and protection of their health, integration of environmental requirements during development and approval of state planning documents.

Prerequisites for the implementation of the SEO process related to development have been created in Ukraine strategic planning and national practice of applying

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

environmental assessment. On October 12, 2018, the Law "On Strategic Environmental Assessment" entered into force in Ukraine.

Strategic environmental assessment of the Tourism Development Strategy of Vinnytsia until 2030 was carried out with the support of the international technical assistance project "Partnership for development of cities" (Project PROMIS), which is implemented by the Federation of Canadian Municipalities (FKM) with the financial support of the Government of Canada.

1. The tourism development strategy of the city of Vinnytsia until 2030 is aimed at improving conditions the lives of both city residents and guests, tourists, and investors through the improvement of business and investment climate, its cultural attractiveness, the quality of the urban environment and systems of providing market and non-market services.

The Strategy defines three strategic directions:

A. Formation and promotion of tourist products.

B. Development of infrastructure for tourism.

B. Improving the quality of services, human resources and communications in tourism.

The strategy is coordinated with the "Intercultural strategy of Vinnytsia for the period until 2030" and "The concept of integrated development of the city of Vinnytsia-2030".

2. Analysis of trends in the state of the environment in the city indicates a significant fluctuation in emissions pollutants into the atmospheric air from stationary sources (powerful mobile sources of pollution remain the polluter of the environment in the city), growth pollution of the South Bug River, deterioration of the quality and safety of drinking water, growth the amount of generated and accumulated waste of I-IV hazard classes.

3. The main environmental problems of the city are the pollution of reservoirs and groundwater, unsatisfactory quality of drinking water, growing amount of waste and improper handling of by them, overloading the capacities of the landfill for disposing of household waste, soil pollution with hazardous waste, atmospheric air

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

pollution with emissions vehicles and industrial enterprises, reducing the number of green areas and plantations.

4. The main obligations in the field of environmental protection of the region are determined by the laws of Ukraine "On the Basic principles (strategy) of the state environmental policy of Ukraine for the period up to 2030", "On environmental protection", "On protection atmospheric air", "On strategic environmental assessment", "On assessment of impact on environment", "On waste", "On investment activities", the Water Code of Ukraine, Decree of the President of Ukraine "On the Sustainable Development Goals of Ukraine for the period up to 2030".

5. The implementation of the goals and objectives of the Strategy should not lead to the appearance of new negative ones consequences for the environment. At the same time, if during the implementation of the Strategy will not be proper taking into account nature protection requirements, it is likely that there may be a negative impact on objects of the nature reserve fund. There is a tendency to increase the volume of education of waste, as well as the increase in the number of tourists are likely to lead to an increase amount of MSW generated. Changes in the structure of transport are also likely to take place flows and new facilities will be built to ensure transport connections.

The probability that the implementation of the Strategy will lead to such possible impacts on the environment or people's health, which in themselves will be insignificant, but in the aggregate will have a significant effect the total (cumulative) impact on the environment is negligible.

6. The implementation of many operational goals of the Strategy should lead to the improvement of environmental situation in the city.

Operational goals of the Strategy aimed at forming services for the development of medical and health tourism and improvement of the city territory should lead to improvement the state of health of citizens and guests of the city.

7. During the analysis of possible negative consequences for the environment from implementation.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

A number of operational goals were identified in the strategy, the tasks of which require serious attention during their implementation, so as not to assume a negative impact on the environment, or which is appropriate adjust in order to enhance the positive effects on the environment and public health as a result of the implementation of the Strategy. To prevent, reduce and mitigate the likely negative consequences of implementing the Strategy, a number of measures have been proposed.

8. The Strategy considers two scenarios: inertial (realistic) and sustainable scenario development (optimistic). The inertial scenario is realized when the influencing factors remain unchanged.

As a result of its implementation, the number of tourists does not increase, the role of small business in the economy of the city remains insignificant, the standard of living of the population does not encourage residents other areas to travel. The scenario of sustainable development involves the use of the city its capabilities, active activity in the creation of tourist infrastructure and compliance of this activity with European and world trends in the direction of sustainable development.

As a result of the implementation of this scenario, new interesting tourist products will appear in the city, which will lead to a stable increase in the number of tourists.

9. Monitoring of environmental indicators of the effectiveness of the implementation of the Strategy is important a form of control of what actual impact the Strategy will have on the environment. Therefore for monitoring the consequences of the implementation of the Strategy for the environment, including for health population, it is expedient to include environmental indicators in the list of Strategy implementation evaluation indicators population health indicators and indicators.

In view of the above, it can be stated that in general the development of the Development Strategy tourism of the city of Vinnytsia until 2030 was carried out taking into account the probable effects on environment and with the desire to minimize them. Implementation of the Strategy subject to environmental compliance requirements should contribute to the reduction of anthropogenic load on the environment. Combination efforts aimed at improving the living conditions of both

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

city residents and city guests, with efforts aimed at the development of tourist infrastructure will provide development of Vinnytsia as a city of high quality of life.

Developed for Vinnytsia region Tourism Development Program for 2021-2027, which aims to create a holistic effective system aimed at building a competitive tourist product capable of to meet the tourist needs of foreign and domestic tourists, to ensure the sustainable development of territorial communities of the region, their socio-economic growth, which will provide an opportunity fill the budget of the territories, raise the level population employment. Vinnytsia region has everything prerequisites for the development of tourism. Currently, the priority types are defined as: cultural and cognitive, medical and recreational, recreational, rural green tourism, events, sports and active tourism, religious tourism and pilgrimage [8].

Having an advantageous geographical position, favorable climate, significant forest and water resources, a rich nature reserve and the historical and cultural fund of Vinnytsia has all prerequisites for the promotion of ecotourism.

Having researched, the rating of districts by number of PZF objects, having analyzed their territorial differences, the necessary conditions for development ecological tourism and the rating of districts for total indicator of ecotourism potential, we can claim that the region has all available grounds for the development and activation of ecological routes and tours.

Chapter 2. Measures to increase the efficient use of tourist resources of Vinnychina to create a positive image of the region

2.1. The state of the tourism industry in Vinnytsia region

In the modern world, tourism is a multifaceted phenomenon closely related to economy, history, geography, architecture, medicine, culture, sports and other sciences. However, none of them can fully and comprehensively characterize it as an object of their own research, and none of the existing socio-economic institutes is able to independently solve the complex of its problems.

In the scientific literature, we can find many definitions of the concept of tourism, which differ significantly from each other, primarily because their authors consider tourism in different aspects:

- as a special form of movement of people along a defined route in order to visit a specific object or satisfy their interests and return to their permanent place of residence;

- as a form of personality development, which is implemented through social and humanitarian functions (educational, educational, recreational and sports);

- as a form of recreation organization, leisure time;

- as a branch of the economy related to the service of people who are temporarily outside their permanent place of residence;

- as a segment of the market in which enterprises of such industries as transport, food, hospitality, culture, trade, etc. converge; - as a phenomenon that goes beyond traditional ideas that are associated exclusively with rest [12].

The Law of Ukraine "On Tourism" of 2003 states that "tourism is a temporary departure of a person from a place of permanent residence for recreational, educational, professional, business or other purposes without performing paid activities in the place of stay", and "tourist" - a person who travels around Ukraine or to another country with a stay not prohibited by the law of the country of stay for a period from 24 hours to one

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

year without performing any paid activity and with the obligation to leave the country or place of stay within the specified period".

Tourism can be considered a type of recreation associated with going outside the permanent place of residence, active recreation, during which recovery of working capacity is combined with health-improving, cognitive, sports and cultural and entertainment purposes. And, recreation is the restoration or reproduction of physical and spiritual forces spent by a person in the process of life; recreation includes a variety of leisure activities aimed at restoring strength and satisfying a wide range of personal and social needs and demands.

Tourism is the world's largest sector of the economy in terms of the number of jobs for small and medium-sized businesses, which is closely related to 54 sectors of the economy. One job in tourism creates four in related industries.

Already now, more than 70% of world GDP is the service sector.

According to the UN World Tourism Organization, the tourism contribution to the world economy is estimated at 10% of the global gross domestic product. International tourism (travel and passenger transportation) accounts for 30% of world exports of services and 7% of total exports of goods and services. Tourism provides jobs to one in eleven people in the world.

Tourism in Ukraine is an industry that is experiencing the most transformations in new conditions. Working in the conditions of COVID-19 for several years, and today - the war is changing the tourism industry and the attitude of consumers. As with COVID-19 and during the war, domestic tourism in Ukraine received a new impetus and the demand for travel within the borders of one's own country increased significantly. In 2021, the tourism sector had to overcome the serious economic and social consequences of the pandemic. As of 2023, tourism scenarios against the background of war will depend primarily on people, on their willingness to take responsibility for themselves and their environment.

Vinnytsia Oblast (Vinnytsia) is a region in Central Ukraine. Vinnytsia Oblast was formed on February 27, 1932, when the Central Committee of the USSR approved the resolution of the IV extraordinary session of the Central Committee of the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Ukrainian Central Committee of February 9, 1932 on the creation of five oblasts on the territory of Ukraine. The regional center is the city of Vinnytsia, the population of which as of November 2021 is 370,000 people. It is located on the right bank of the Dnieper within the Podilsk Highlands. It borders Chernivtsi and Khmelnytskyi in the west, Zhytomyr in the north, Kyiv, Kirovohrad and Cherkasy in the east, Odesa Oblast of Ukraine and the Republic of Moldova in the south, including part of the border with unrecognized Transnistria. Figure 1.1 shows the map of Vinnytsia.

Tourism has been a significant part of the world economy for a long time and is developing at a fast pace. The influence of tourism on the economy, the image of states and individual cities in the world is difficult to overestimate, because it contributes to the establishment of international relations, attracting investments, the revival of cultural heritage, the development of infrastructure, etc. According to the calculations of the WTTC (World Tourism and Travel Council), in 2021 the final value of all goods and services of the travel and tourism sector of Ukraine increased by 6.1% and amounted to \$8.687 billion. UAH 54.610 million, almost 23% more than last year. Trends in the growth of tourist flows are first observed in Vinnytsia.

Vinnytsia is an attractive tourist destination, because it has a convenient economic and geographical location and connects the main regions of the country through important railway and road routes. The city is located in a temperate climate, has a high water supply, and, accordingly, natural resource potential and wide opportunities for active and recreational recreation. Vinnytsia is characterized by a significant historical and cultural potential, the list of monuments of architecture and urban planning includes 121 objects, of which 11 are of national importance.

The Department of City Marketing and Tourism of the Vinnytsia City Council, guided by the Concept of Integrated Development of the City of Vinnytsia 2030, began in 2019 to collect and track certain indicators that characterize the state of achieving the Concept's goals in terms of the tourism industry and city marketing. Among the main indicators selected for tracking goals and assessing the performance of tasks within the framework of tourism development, the following are highlighted:

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

1. According to the State Fiscal Service, the amount of tax revenues from the hospitality and gastronomy industry for 2020 is UAH 34,726,400. These revenues were received from business entities that provide services in the field of culture, tourism and leisure organization and work according to the main KVEDs:

- Provision of transport services and rental of vehicles – UAH 1,954,800
- Temporary accommodation – UAH 7,222,700
- Provision of food and drinks - UAH 19,112,800
- Activities of travel agencies and operators – UAH 2,126,800
- Operation of museums – UAH 4,219,000
- Organization of recreation and entertainment - UAH 90,300
- The total amount of the tourist tax for 2019 is UAH 2,040,458.

1. The number of hotel and restaurant business establishments within the city as of the end of 2020 was approximately 365 establishments, including 38 hotels, 5 hostels, and 322 catering establishments. With the beginning of quarantine restrictions in 2020, about 6% of public catering establishments ceased their activities for various reasons.

2. The approximate total area of the premises where the conference halls are located is 5,220 square meters, including hotels, restaurants and co-working spaces where it is possible to organize a conference, meeting or other educational event. The total number of seats in the premises is about 4,560.

3. The number of visitors to the tourist information center is increasing due to domestic tourism. In 2020, the Tourist Information Center in the Artynov Tower provided information about tourist opportunities to 5.9 thousand people.

4. Considering the economic and geographical position, it can be assumed that the city of Vinnytsia is more open to domestic visitors than to foreign visitors. According to the results of a July 2020 marketing study of the city's tourist attraction, implemented by the sociological agency Fama (400 visitors to Vinnytsia were interviewed with an acceptable sampling error of less than 4.9%), it is known that only 8.2% of the total number of visitors are foreigners, while more than 90% are domestic tourists, most of whom are residents of neighboring regions and the capital.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

During 2020, the "Vinnytsia Hospitality Standard" project was successfully implemented in Vinnytsia, aimed at systematically strengthening the competitiveness of the tourist industry in the city and bringing the quality of tourist services to a new level. The initiative was implemented by the Union of Entrepreneurs "Stina" with the constant support of the Vinnytsia City Council and with the assistance of the international technical assistance project "Partnership for Urban Development" (PROMIS Project). In the summer, the entrepreneurs of the hotel and restaurant sector of Vinnytsia united and founded the "HlibSil" hospitality association.



Figure 2.1 Map of Vinnytsia

**Source: created by the author based on [17, 18, 19, 20, 21].*

With the support of the union "Stina" and the PROMIS Project, a 6-module training was conducted for the members of the newly created organization, a project of the mission and vision of the union was developed, and the key points of the membership policy were outlined. The association formulated its ambitious goal: in 2030, Vinnytsia is a recognizable gastrobrand on the map of Ukraine and Europe. By

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

joining forces and establishing new effective partnerships, the members of the association will work to increase the flow of tourists to Vinnytsia region, in particular, through the development of food culture and gastrotourism. The Vinnytsia standard of hospitality succinctly presents the code and the pyramid of values of its representatives, and also defines eight consecutive steps "to the heart of the guest". The main national legal framework governing the development of tourism and the hotel industry should include: the Decree of the Cabinet of Ministers of Ukraine "On Standardization and Certification", the Law of Ukraine "On Technical Regulations and Conformity Assessment", the Law of Ukraine "On the Protection of Consumer Rights", Order "On approval of the Rules for the use of hotels and similar means of accommodation and provision of hotel services", Resolution of the Cabinet of Ministers of Ukraine "On approval of the Procedure for establishing categories of hotels and other facilities designated for the provision of temporary accommodation (accommodation) services".

The Ukrainian national standard - DSTU 4268:2003 "Tourist Services" establishes the requirements for the activities of hotels, restaurants and tourist enterprises. Means of placement. General requirements", DSTU 4269:2003 "Tourist services. Classification of hotels", DSTU 4281:2004 "Establishments of the restaurant economy", DSTU 4527:2006 Tourist services. Means of placement. Terms and definitions". DSTU standard 4269:2003 "Tourist services. Classification of hotels" determines the classification of hotels and similar places by categories, as well as the requirements for them. The category of the hotel is indicated on its logo, receipts, guest registration cards and advertising documents. Each category of the hotel is defined by Art. the standard has Requirements - these are the minimum requirements that have be fully implemented Some international standards are harmonized in domestic legislative analogues, for example ISO/FDIS 18513:2003 "Tourism services. Hotels and tourism accommodation. Terminology" adapted to DSTU 4527:2006 "Tourism services. Accommodation. Terms and definitions". National standard Ukraine 4268:2003 "Accommodation facilities" defines the classification of accommodation facilities, general requirements for accommodation facilities and services provided in accommodation facilities. If we analyze international experience, small enterprises are

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

the basis of the development of the industry - they structure the service market in accordance with consumer demand, create a competitive environment and create more jobs visiting places For business, including large corporations, fierce competition is created by private individuals — business entities that manage mostly small restaurants, hotels, and have their own houses and apartments. They offer tourists a full range of basic and additional hotel and restaurant services at a much lower price. In addition to national standards, the design of new and modernized existing buildings, structures, and hotel and restaurant enterprises is covered by mandatory national building standards DBN B.2.2-9:2018, DBN B.2.2-20:2008, DBN B.2.2-25: 2009.

In addition, the key aspects of the operation of hotel-restaurant and tourist business enterprises are determined by the Law of Ukraine "On Tourism", the Law of Ukraine "On Standardization", the Law of Ukraine "On Resorts", the Law of Ukraine "On Technical Regulations and Conformity Assessment", the Law of Ukraine "On basic principles and requirements for the safety and quality of food products", etc.

The procedure for determining the category of hotels is provided for by the Cabinet of Ministers resolution "On the procedure for approving categories of hotels and other facilities for providing temporary accommodation (accommodation)". By this order, it is determined that the categories of hotels and other facilities used for providing temporary accommodation are determined based on the results of voluntary certification of services related to the safety of life and health of people, protection of property and the natural environment, in accordance with the following provisions : "Agreement with the certification body and the owner or their licensors and assessment of hotel compliance with the requirements of a certain category. Accreditation and evaluation of hotels are carried out by accreditation bodies. The following categories are established for the hotel: "Five stars", "Four stars", "Three stars", "Two stars" and "One star". Other facilities used for providing temporary accommodation, including motels, boarding houses, holiday homes, tourist bases, campsites, which are categorized as "I, II, III, IV, V" according to the level of service [29].

To be successful in the hotel and restaurant business, you need to successfully compete with manufacturers of hotel and restaurant services, meet international

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

standards, and meet consumer expectations. In modern conditions, quality management is largely based on standardization. Standardization is a regulatory method of management. its influence on the object is carried out by establishing norms and rules, drawn up in the form of a normative document and having legal force.

Service quality standards are certain criteria that are necessary to ensure the result of the quality management system. That is, certain procedures and daily operations performed by the staff for the maximum satisfaction of visitors. The success of any hotel enterprise is the ability of the owners to anticipate and feel any wishes of a potential client. The standards mean not only the correct technology of serving visitors, but also the attitude of the staff to their work.

The highest level in the tourism and restaurant business is certification, which guarantees that the service (product) meets certain requirements and has the appropriate quality.

It has not been the first year that the Vinnytsia City Council, together with specialized public organizations and with the support of the PROMIS Project, have been implementing complex initiatives aimed at stimulating the city's economic development. The "Vinnytsia Hospitality Standard" project is an element of the recently approved Tourism Development Strategy until 2030, which was also developed with the assistance of the PROMIS Project, and it became another stage in the successful growth of the most comfortable city of Ukraine.

A full-scale war stopped the life of Ukrainians. For the first months, there was only news, volunteering, donations, and concern for our relatives. Days passed like minutes in a state of stress.

Later, Ukrainians were able to control themselves and began to support the economy of Ukraine and various spheres of the country's life, in particular tourism.

The next tourist year 2022 in Vinnytsia passed actively, despite the challenges related to the war in Ukraine. Specialists of the City Marketing and Tourism Department of the Vinnytsia City Council together with the KP "Vinnytsia Tourism Office" initiated active leisure for Vinnytsia residents and IDPs, strengthened the work

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

of two collection museums, and created a joint platform of Vinnytsia craftsmen and BYVI craftsmen.

One of the main projects from the first weeks of the full-scale invasion for the city's marketing and tourism department was the organization of the Vinnytsia Humanitarian Hub, initiated by the Vinnytsia City Council and the Podilska Hromada Community Foundation. Since May, together with our partners, we have been holding dozens of events for internally displaced persons every month. At the same time, all security measures were taken, actively involving Vinnytsia institutions in the network of the simplest shelters and putting navigation arrows to them.

Many businesses had to reduce staff, relocate, radically change their activities, many of them ended up in occupation, damaged or destroyed. But in general, tourism in Ukraine as such has not disappeared. If the state of shock and panic persisted in the spring, then already in the summer Ukrainians began to actively support a full-fledged life, despite the insidious actions of the aggressor country.

Despite the preservation of the public opinion that rest is not the time, many Ukrainians still allow themselves so-called weekends to reset. This allows you to relieve a little of the tension that has not disappeared since February 24, and restore energy for productive work for the benefit of both your family and the state (this is both taxes and donations).

The active work of the tourism sector began in the summer of 2022. About 1,440 tourists booked tours from Ukraine. Although this is not very much, because last year during this period there were more than 95,000 travelers.

If in the summer and early autumn the main issue of the domestic tourist was safety, today it is electricity. And I want to separately mention the initiative of the Ukrainian Hotel & Resort Association, thanks to which tourists can check the readiness of the establishment to meet their guests during power outages. There are many such establishments not only among hotels, which emphasizes the readiness of Ukrainian business for quick and non-standard solutions.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Regarding foreign tourists. Today, it is very difficult to accurately calculate how many "classic" tourists have visited Ukraine among the total number of foreign citizens.

According to the State Border Service, 825,000 foreigners entered Ukraine in January-February. For the next two months (March, April) – 280,000 and during May-August – 710,000 people. The majority were citizens of Hungary, Romania, Poland, and Moldova, with more than 100,000 representatives from each of these countries. A little less came from Belarus, the USA, Turkey, Lithuania, Great Britain, Germany, Slovakia, and the Czech Republic.

The war significantly affected the work of tour operators - a 21% decline in their activity was recorded in six months. They paid only UAH 83 million in taxes to the state budget, and last year for the same period the amount of income amounted to UAH 106 million.

The following regions received the most taxes from tourism:

- Ivano-Frankivsk - 63% increase;
- Lvivska - 51% increase;
- Kyiv region - 16% increase;
- Kyiv - 34% drop;
- Odesa region – a drop of 82.3%.

The amount of income to the local budget of the Vinnytsia region from the tourist tax for 2022 has decreased by almost half compared to 2021. The amount of income to the city budget in 2021 from the tourist tax exceeds the figures for 2020 twice, amounting to UAH 1,816,934. Despite the fact that in 2020, compared to 2019, the amount of revenue to the local budget of the region from the tourist tax decreased significantly. Whereas in 2019, revenues from the tourist tax amounted to more than 2 million hryvnias. Then, in half a year, Vinnytsia earned twice as much from tourism as in the whole of 2018 (Fig. 2. 2.).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

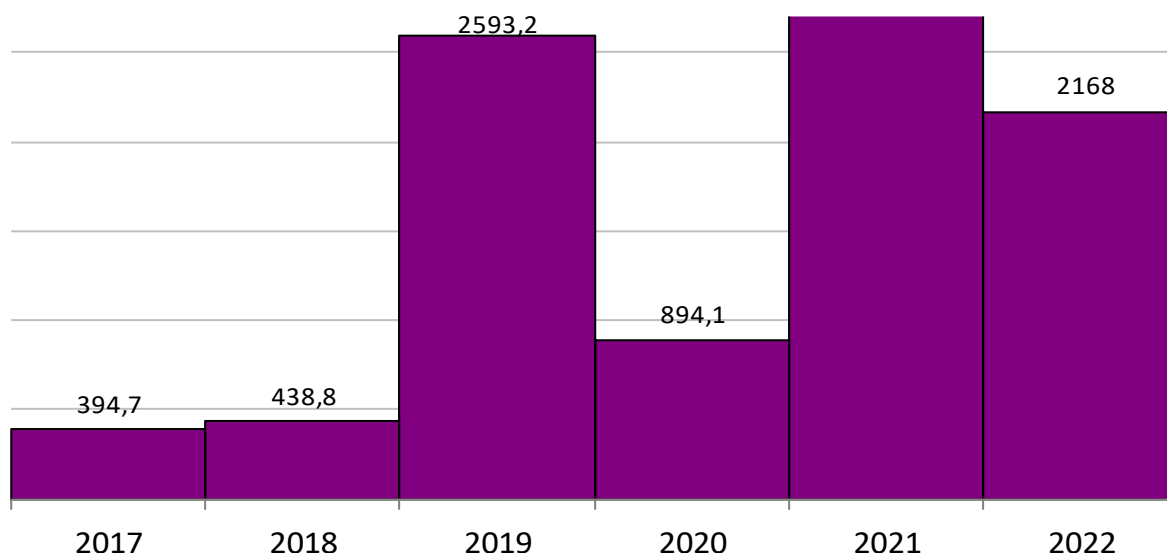


Figure 2.2. Amounts of tourist tax receipts in the Vinnytsia region for 2017-2022, thousand UAH.

**Source: created by the author based on [17, 18, 19, 20, 21].*

Deputy Mayor of Vinnytsia Andriy Ocheretny noted that in 2022 the city's budget was replenished by UAH 2.1 million in tourist tax. Such an indicator confirms that tourism is a significant part of the economy and the driver of our city's life.

The most popular types of tourism in Vinnytsia are: cultural and educational, recreational and event (Fig. 1.3).

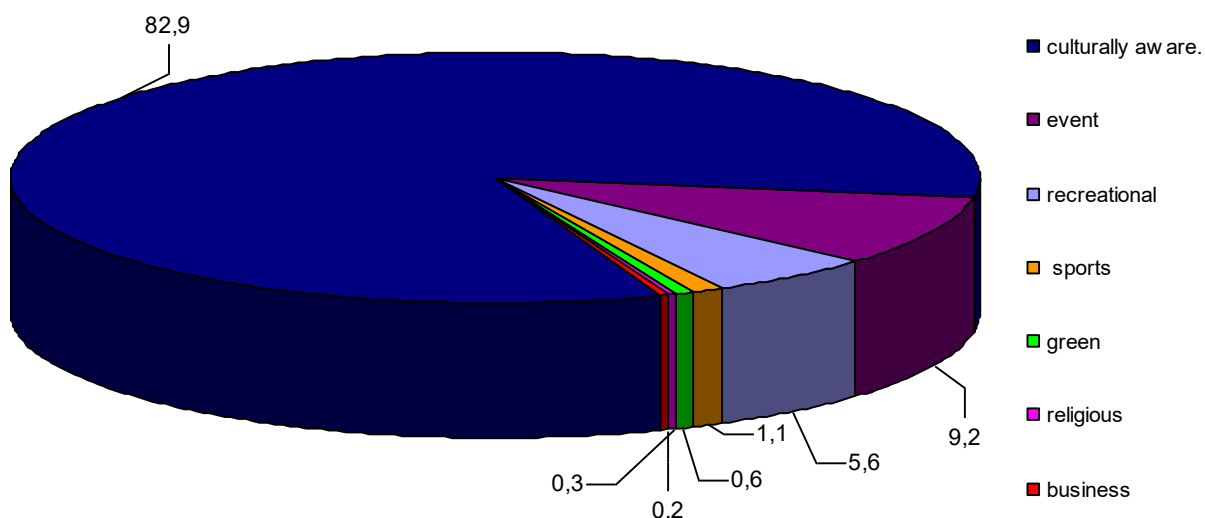


Figure 2.3. Distribution of types of tourism in Vinnytsia region

**Source: created by the author based on [17, 18, 19, 20, 21].*

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The cultural and educational type of tourism in Vinnytsia region accounts for 82.9%, while event and recreational tourism accounts for 9.2% and 5.6%, respectively. The smallest percentage in the Vinnytsia region is business tourism - 0,3% and religious tourism – 0,2%.

One of the factors of the most significant share of cultural and educational tourism in Vinnytsia region is the presence of a significant number of cultural heritage sites.

Figure 1.4. shows the dynamics of tour operators and travel agents of legal entities in 2017-2022 in the Vinnytsia region.

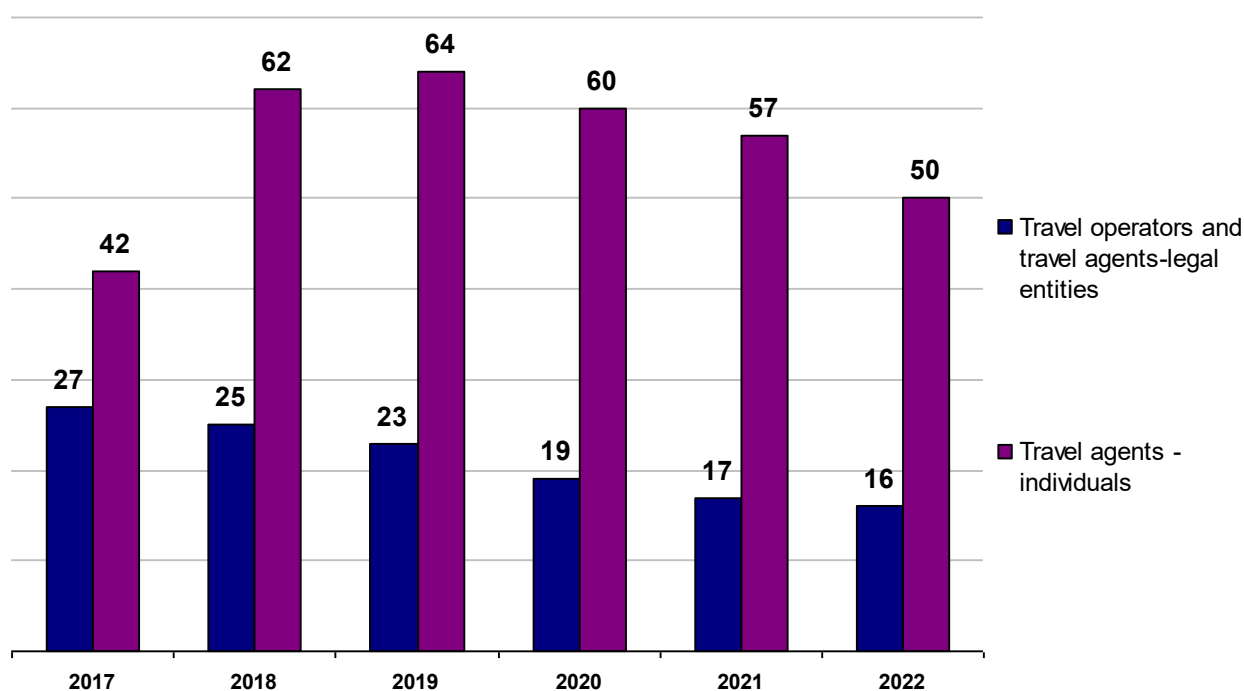


Figure 2.4. Dynamics of travel agents and tour operators in the Vinnytsia region for 2017-2022

**Source: created by the author based on [17, 18, 19, 20, 21].*

Therefore, when studying the dynamics of tourist flows in Vinnytsia during 2017-2022, it is appropriate to note that from 2017 to 2019 there was an increase in the number of tourist enterprises, their number increased significantly in 2018 compared

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

to 2017, while from 2019 the number of tour operators and travel agents began to decrease.

While the number of tour operators and tour agents – legal entities in the Vinnytsia region for the period from 2017 to 2022 had a tendency to decrease.

The number of tourist vouchers sold by tourist operators in the Vinnytsia region was the largest in 2019 and amounted to 8,389 vouchers. Compared to previous years, in 2019 their number more than doubled.

Whereas in 2020 and 2021, the number of tourist vouchers sold by tourist operators, compared to 2019, decreased by 4265 and 4391 vouchers, respectively (Fig. 1.5.).

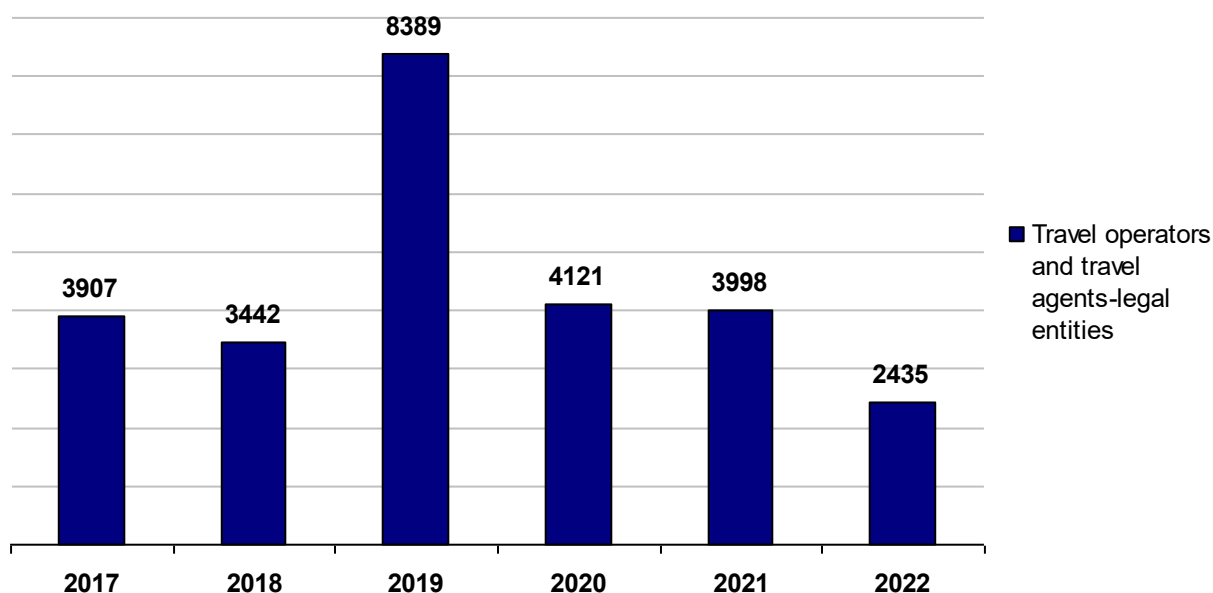


Figure 2.5. Dynamics of tourist vouchers implemented by tour operators in Vinnytsia region for 2017-2022.

**Source: created by the author based on [17, 18, 19, 20, 21].*

According to official statistics, tourism does not occupy a significant place in the general economy of Ukraine, as it is about 3–4% of GDP [30], in contrast to European countries, where on average tourism accounts for 10% of GDP, and countries of the Asia-Pacific region, where this share reaches 50.2% [30]. Although, according to the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

latest calculations carried out by internal experts of international structures (WTO, UNWTO), the share of tourism in Ukraine is about 9% of GDP [30].

The largest tour operators in Vinnytsia region are shown in Figure 1.6.

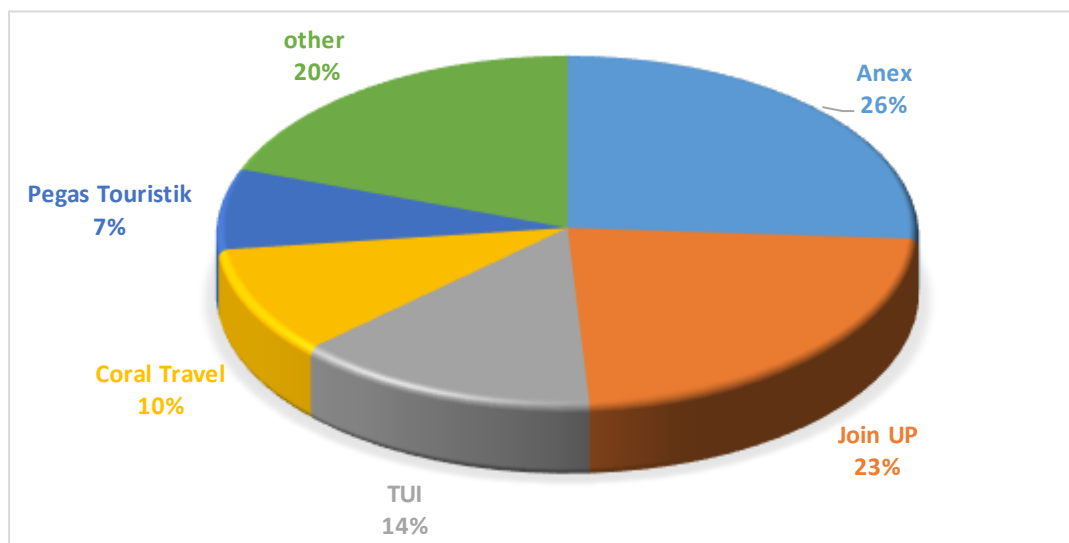


Figure 2.6. Market distribution among tour operators in Vinnytsia, 2022

**Source: created by the author based on [17, 18, 19, 20, 21].*

A decrease in the number of tourists visiting our country leads to the creation of a negative balance. The vast majority of Ukrainian tour operators focus their activities on the provision of outbound tours. At the same time, in most cases, they are not engaged in serving foreign tourists in our country and interacting with international tour operators [16]. Given these circumstances, the number of people going on holiday abroad significantly exceeds the number of those visiting the country. This approach of conducting business in the industry has a very negative effect on the formation of the budget of our country.

So, in 2022, the tourism structures of the WMR will:

- organized about 90 tourist activities for socially vulnerable groups;
- conducted more than 130 excursions and tours, which reached more than 2,000 people;
- launched the BYVI platform with unique works of 37 Vinnytsia handmade masters. Souvenirs are in great demand among residents of Vinnytsia and visitors to the city;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- resumed the work of the Y. Balaban Stamp Museum and held three special redemption ceremonies for themed stamps;
- presented the first city gastromap "Delicious Vinnytsia";
- presented the concept of the new tourist navigation of the city, which includes new signposts, information pylons with maps and information plates designed in the style of the Vinnytsia brand.

In addition to the fact that tourism in Ukraine is going through not the best times due to the martial law, there are also significant problems and challenges that hold back the development of the industry, in particular:

1. Insufficient development of tourist and recreational infrastructure and the hospitality industry of the region, lack of accommodation facilities for tourists of various standards (hotels, motels, camping sites), lack of modern recreation areas, insufficient number of tourist information centers and bicycle paths, inadequate condition of tourist routes (lack of marking), low interest of communities in the development of tourist infrastructure in the region; low interest of business in investing due to uncertainty about the corresponding dividends.

2. Insufficient level of service and quality of provision of tourist services (insufficient level of use of creative attractions and industries at tourist sites, lack of tourism development programs and appropriate funding for events in district, city budgets and communities.

3. Insufficient marketing promotion of the tourist product on the Ukrainian and international tourist markets, namely: insufficient promotion of the opportunities and potential of the region among foreign partners, low presence of information about the region in the content of the information space, insufficient level of educational activities and scientific and educational support for the sustainable development of the industry tourism and resort activities.

4. Lack of sustainable development of domestic and international tourism (insufficient level of support for projects, initiatives and startups of public organizations and other tourist associations for the further development of the tourism and resort industry, insufficient level of financing of activities aimed at the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

development of the tourism and resort industry from local budgets and the low level of investment contributions in the tourism sphere, lack of understanding of rural residents in the possibilities of agro and green tourism).

In general, the tourist industry of Vinnytsia has both weak and strong sides.

Strengths: favorable economic conditions and significant potential of foreign markets, high interest of tourists in the Vinnytsia region and steady demand for Vinnytsia tourism products; availability of a system of strategic management of tourism development, high efficiency of state regional and investment policy measures in the field of tourism; coherence of the regional tourism development strategy in the region and a number of large corporate structures; a large number and variety of objects of tourist display and tourist and recreational resources.

Weaknesses: lack of qualified labor resources in the field of tourism and insufficiently high quality training of specialists for the tourism sector; low accessibility and unsatisfactory technical and aesthetic condition of the bulk of the most important objects of tourist display in the region, which leads to the seasonal mode of operation of many objects; low level of financial resources of Vinnytsia tourist companies; the low level of development of tourist and auxiliary infrastructure in combination with the low degree of meeting the requirements of international industry standards in tourism; lack of effectiveness of used marketing tools and lack of strong and competitive Vinnytsia tourist brands.

Despite the presence of problems and shortcomings, certain trends and behavior of potential tourists are already emerging:

- bookings are dominated by sanatorium (health) rest and relaxation rest, as far as possible from air alarms and explosions;
 - one of the key requirements for an accommodation facility is the uninterrupted availability of electricity, water, and communication - so that it is not like home;
 - more frequent booking of solo tours for one person or family trips.
- Accordingly, the popularity of group tours has significantly decreased;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

– quite often people book tours "for tomorrow", because planning today can only be dreamed of.

Effective implementation, at the state level, of such measures as: development of a loyal tax policy for tourist enterprises, which will help reduce the cost of a package of tourist services; state assistance in conducting patriotic tours of Ukraine, popularization of cultural, historical, ethnic values of the Ukrainian state; creation of various educational (training) programs for training highly qualified personnel; creation of attractive conditions for foreign investments in tourism; popularization of Ukraine on the international arena as an attractive tourist destination.

Therefore, the Vinnytsia region has significant tourist potential and all the prerequisites for its effective use. However, in the near future, such issues as: slow rate of growth of investments in the development of the material base of tourism need to be resolved at the regional level; non-compliance of the vast majority of tourist facilities with international standards; unsatisfactory state of tourist, service and information infrastructure in highway areas; the imbalance of social and economic efficiency in the use of recreational resources and the need to preserve them; lack of innovative projects and scientific research on the development of promising types of tourism; insufficient supply of highly qualified specialists in the tourism industry; insufficient level of information infrastructure development.

2.2. Priority areas of tourism development in Vinnytsia region

Vinnytsia has all the prerequisites for the intensive development of domestic and foreign tourism: features of the geographical location and relief, a favorable climate, a wealth of natural, historical-cultural and tourist-recreational potentials.

Tourism in Vinnytsia is gaining momentum every day in terms of the further development of its potential, which makes it possible to generate significant interest of both domestic and foreign tourists in the tourist attractions of the region in the future. Today, the most popular types of tourism for the purpose of travel in Vinnytsia are:

- cultural and cognitive;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- health and wellness;
- recreational;
- rural green tourism;
- eventful;
- sports and active tourism;
- religious tourism and pilgrimage.

The analysis of resource support for the development of tourism in the region gives grounds for asserting that today the most widespread and developed for the region are:

1. Cultural and educational tourism. The Vinnytsia region has a rich potential for its development, taking into account the region's historical presence as part of Lithuania and then Poland.

In the region, there is a large number of monuments of cultural heritage that reflect its centuries-old history and culture: archaeology, history, monuments of urban planning and architecture of various eras and styles, monumental art, garden and park art, as well as palaces and castles , museums, mansions, administrative, educational and economic buildings, where collections of works of art are collected.

2. Medical and health tourism and the direction of recreational tourism derived from it. The main feature of these types of tourist activity is that their development has not only an economic effect, but also a social one to a large extent. Thanks to the abundance of high-quality mineral and fresh underground waters, Vinnytsia is known far beyond its borders as a health resort.

Also, the field of providing rehabilitation and diagnostic services in both the public and private sectors of the medical industry is developed in the region.

3. Rural green tourism. The development of rural green tourism, as a form of recreation in private farms in the countryside using the property and labor resources of a personal peasant, utility or farm, natural recreational features of the area and the cultural, historical and ethnographic heritage of the region, is promising for Vinnytsia. The dynamic growth of "green trips" to rural areas indicates that rural tourism is capable of ensuring economic and demographic stability in rural areas, promoting the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

development of small and medium-sized businesses, solving socio-economic problems of the village, becoming an important factor in the future development of rural areas, attracting domestic and external potential tourists to get to know the rich natural and historical and cultural heritage

4. Event tourism, or as it is also called (event-tourism), devoted to the coverage of any event, is a priority direction and is rapidly developing in the region. Tourists, no matter what purpose they come for (educational, business, transit) are determined to have an interesting pastime, new meetings and bright impressions, and Vinnytsia can offer tourists a choice of this type of recreation.

5. Active and sports tourism. Active tourism is gaining more and more popularity. In the region, such types of active recreation as: cycling, horseback riding and water sports are developing quite successfully. A particularly interesting active vacation in Vinnytsia is rafting - rafting on special inflatable boats on the Zgar and Pivdenny Bug rivers, where extreme marathons are held.

6. Religious tourism. This type of tourism is of particular importance for the development of domestic tourism in the region, as it arouses great interest not only from believers, but also from other segments of the population and performs a number of important functions, including cognitive, aesthetic and educational.

The region has all the prerequisites for the successful development of the tourism industry, in particular, there are 4,330 monuments of cultural heritage on the state register: 1,739 - archeology, 1,897 - history, 548 - urban planning and architecture, 98 - monumental art, 47 - garden and park art, 1 - landscape

Competitive advantages and limitations of the prospective development of the region's tourism potential are revealed on the basis of a SWOT analysis.

Characteristics of the region's strengths and weaknesses, external opportunities and threats to its development are presented in Table 1.

Table 1

SWOT analysis of tourism potential of Vinnytsia region.

Strengths	Weak sides
<ul style="list-style-type: none"> - favorable transport and geographical position and high transitivity of the territory; - rich historical and cultural heritage of the region; - high potential for the development of recreational services. The presence of deposits of radon mineral water, the resort town of state importance - Khmelnyk and Nemyriv; - existence of a nature reserve fund; - provision of high-quality medical and health services; - a moderately tense ecological situation in the region; - leadership of the region in the agricultural sector and processing of agricultural products; - developed infrastructure for business support and investment attraction; including in the tourism sphere; - good positioning of the region in the field of international interregional and cross-border cooperation; - high potential for providing quality educational services. 	<ul style="list-style-type: none"> imperfection of public transportation and road infrastructure; - the unsatisfactory condition of many objects of historical and cultural heritage; - low level of information support for tourist activities; - insufficient development of recreational areas and tourism industry infrastructure; - low level of introduction of innovations at enterprises and development of innovative infrastructure and interaction of local business associations with authorities, educational and scientific institutions; - insufficiently realized investment attraction potential from all funding sources; - existing territorial disproportions regarding the settlement of the territory; - deterioration of demographic indicators.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Continuation of table 1

Opportunities	Threats
<ul style="list-style-type: none"> - implementation of state initiatives - infrastructure projects on the territory of the region; - activation of cross-border and interregional cooperation; - reforming the medical industry and financial autonomy of medical institutions; - active development of the "creative economy"; - increasing the financial capacity of communities; - growth of the country's investment attractiveness, increase in opportunities for attracting investment resources; - development of information technologies; - the development of local and local tourism, in connection with possible restrictions on traveling to other countries. 	<ul style="list-style-type: none"> - population migration to more urbanized settlements and abroad; - decrease in investment attractiveness in the country; - the threat of losing the basic network of cultural, educational and medical institutions; - imperfection of the legal framework and system of legal regulation in the field of tourism development; - deterioration of financing and lending conditions, presence of legal risks associated with the implementation of investment projects; - economic crisis, war; - further deterioration of the infrastructure.

**Source: created by the author based on [17, 18, 19, 20, 21].*

Possible areas of tourism development in Vinnytsia can be:

1. Business tourism, modern tourism with a business purpose is considered the most promising type of tourism due to its adventurous nature, the possibility of planning, and its focus on the client with a high level of income.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

2) Vinnytsia has favorable conditions for the development of adventure tourism and extreme types of ecotourism, which unites all trips related to active ways of movement and recreation in nature, which are aimed at obtaining new sensations, impressions, improving the tourist's physical condition and achieving sports results

3) Fishing and hunting tourism. The region has significant resource potential for the development of these types of tourism due to its rich flora and fauna, forest-steppe terrain and a large number of open bodies of water (rivers, ponds, lakes, etc.).

4) Social tourism. The direction of tourist business, the clients of which are citizens who have social benefits (pensioners, students, people with limited properties, low-income families with many children). Social tourism is an effective mechanism for attracting the population of the region to tourist consumption, which improves its attractiveness for foreign markets.

5) Gastronomic (culinary) tourism can become another component of Vinnytsia's attractiveness, given the region's ethnographic and event resources. Gastronomic tourism as a type of tourism is related to familiarization with the production, cooking technology and tasting of national dishes and drinks, as well as with the culinary traditions of the region. It should be noted that almost any region has the potential to develop culinary tourism, and Vinnytsia in particular, because it can offer unique local cuisine and traditions of hospitality.

Vinnytsia is a region that has a lot to impress, we suggest visiting such places in Vinnytsia and the region.

1. European Square and the Tower. The main business card of Vinnytsia is the water tower. It was created by the architect Hryhoriy Artinov at the beginning of the 20th century. Since then, the tower has performed various functions, and now the exhibition "European Square: a space of (non) memory" operates on the first floor, and the museum of memory of the soldiers of Vinnytsia operates on the other floors. The tower is located on the European Square.

2. Vinnytsia catacombs. Under the Catholic church on Sobornia, there are monastery cellars with underground passages. They are at a depth of 12 meters and are so wide that two horse carriages could run through them. Today, part of the passages

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

are open to visitors, so everyone can walk through the atmospheric catacombs, shrouded in legends and mysticism.

3. National museum-manoir of Mykola Pirogov. In 2022, 75 years have passed since the opening of the Pirogov Museum. Scientist, surgeon and teacher Mykola Pirogov is known all over the world. And he lived in Vinnytsia for more than 20 years, and for more than 140 years he has been resting here embalmed in the mortuary church. In addition to the mortuary and the actual house where Pirogov lived, you can take a walk in the park and visit the museum-pharmacy on the territory of the manor museum.

4. Jerusalem. This is the quarter of Jewish craftsmen in the center of Vinnytsia, the famous Jewish urban baroque that began to take shape at the end of the 18th century. Now, walking around Jerusalem, you can enjoy the color of densely built houses and the special atmosphere of this neighborhood.

5. Potocki Palace. It is located in Tulchyn. The palace was started to be built in 1782 according to the project of the French architect Lacroix on the order of representatives of the Potocki family.

6. Pyatnychan Castle. In the ancient park of Vinnytsia is the former noble estate of the Groholskys. It was built at the end of the 18th century. This building was built as a defensive castle-palace. Today, the Vinnytsia Regional Endocrinology Center is located in the former palace.

7. Lyadiv rock monastery. This monastery is located on the left bank of the Dniester. The first chronicle mention of him belongs to the year 1159. The monastery is considered one of the oldest in Ukraine. In 1013, it was founded by the monk Anthony Pechersky, when he was returning to his homeland - from the holy Mount Athos to Kyiv.

8. Bush. This is a historical and cultural reserve with an area of 6.68 hectares. On the territory of the reserve there are about ten archaeological monuments dating back to the 4th millennium BC. e. — VII-VIII century. N. e. The most famous sight of Busha is the remains of a rock-cut temple with a unique artistic relief. The monument was opened in 1824 by the local nobleman Romuald Ostoya-Ovsyan, as evidenced by

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

the inscription on the relief itself. Busha is also famous for the natural monument of national significance "Haidamatskyi Yar" with a total area of 96 hectares.

10. Museum-manoir of Mykola Leontovych. From the year 31 until his death, Mykola Leontovych's home was in Tulchyn. It is here that Leontovych's museum-apartment is located. Staying at Mykola Leontovych's apartment, you can feel the atmosphere of home comfort in which music was born. Each of the composer's personal belongings (a tuning fork, a conductor's baton, a desk) can seem like a wizard's tool. The interesting thing about the museum is the gifts for the dear teacher from the students and graduates of the women's diocesan school.

11. Voronovytskyi Palace. This is a significant historical and architectural monument of manoir architecture in Ukraine during the classicism era. According to some sources, the Voronovitz Palace was built in the 1770s. Now the Voronovytskyi Museum of the History of Aviation and Cosmonautics is located there.

11. "Werewolf" bet. During the Second World War, one of Hitler's main headquarters was built 8 km north of Vinnytsia, the "Werewolf" pond. There is a museum pavilion that tells visitors about the pond, the history of the occupation of the region and the crimes of the German-Romanian invaders, as well as the resistance of the population of Ukraine and the liberation of Vinnytsia.

12. Castle Hill. This is the highest point of the city and a historically significant place, where the largest flag in the region now flies. In this area, archaeologists discovered a number of cultural layers. Among them are the Trypil settlement of the IV-III millennia BC, the settlement of the VIII-VII centuries. BC, Slavic settlement of the 13th century.

14. Nemyriv settlement. Remains of a Scythian settlement of the 7th century were found on the outskirts of Nemirov. to n. e. — one of the largest in Ukraine. These ramparts are 9 m high and almost 5 km long along the perimeter. The Mirka River divides the settlement into two unequal parts. Almost in the center of the ramparted square, on the high northern bank of the river, there is a special inner fortification - the so-called castle.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

15. Shargorod. Shargorod is known as a historical and cultural center of spirituality and harmony. Among the most famous: the complex of buildings of the Mykolaiv Monastery of the XVII-XVIII centuries and the Shargorod Synagogue, built in 1589.

15. Palace of the von Meck family of the 19th century. The palace of the von Meck family was built at the end of the 60s of the 19th century. During the Second World War, it was destroyed, but later restored. A wonderful landscape park has been partially preserved, where about 45 species of trees and shrubs grow, and majestic lindens and hornbeams remember the events of past centuries.

16. Museum-manor of Mykhailo Kotsyubynskyi. It was opened in the house where the writer Mykhailo Kotsyubynskyi was born and lived. This museum has about nine thousand exhibits. Among them: manuscripts, photo documents, translations of the writer's works in the languages of many peoples of the world, household items and ethnography.

17. Podilsk Zoo. Our zoo is one of the youngest in Ukraine. In 2022, it became a home for several migratory animals, and in total there are more than 140 animals and 120 birds.

19. Vitoslavsky Palace. According to some sources, the palace was built in the 17th century. It is located in Chernyatin. The palace was built in the Neo-Gothic style.

20. Danylo Zabolotny Museum. The village of Zabolotne is located in Kryzhopol district of Vinnytsia region. An outstanding microbiologist and epidemiologist, Academician Danylo Zabolotny was born, lived and was buried here. Today, there is a memorial museum in the village. The museum complex includes the village house where the future scientist was born and a large garden.

20. Bar castle. Now these are the ruins of the former Polish defensive castle. The fortress was built during 1630-1647 according to the project of the French engineer Guillaume Levasseur de Beauplan.

21. Scherbatova Palace. This is an architectural monument in the Nemyriv district of our region. They began to build it in the style of classicism back in 1894, they did it for the crown hetman Józef Potocki. Later, Maria Shcherbatova, who

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

inherited this palace, rebuilt the old palace. And to this day, its then layout and most of the decor details have been preserved. Today, the palace houses a multidisciplinary sanatorium. The palace is Nemirov's business card, you can walk around it in the arboretum.

23. Snail farm. You can book an excursion with a tasting in "Ravlykova Dolina", which was opened by a couple from Zhmeryn.

24. Cherlenkiv Castle. Today, Cherlenkiv Castle is a ruin of a historical defensive structure that was built in the 16th century. What remains of the castle are the ruins of two towers that rise above the river. There are legends about considerable underground passages from the castle near the Southern Bug and to Vinnytsia.

The most important objects in the development of tourist and excursion routes in the territory of the region are numerous monasteries and temples where relics and miraculous icons are kept. The value of these objects is determined not only by their location, but also by their artistic level.

2.3. Ways out of the crisis and efficiency of use of enterprises in the tourism industry in Vinnytsia

There is no single approach to evaluating the effectiveness of a travel agency. Tourism business is focused on a large number of factors and conditions that operate in a constantly changing external environment, as a result, the effectiveness of the functioning of tourism business organizations cannot be considered in isolation from social, economic and organizational factors, since the increase in production efficiency is determined by the interrelationship of these aspects, which leads to a certain result recognized as a goal.

The effectiveness of the activities of tourism enterprises lies not so much in their independent successful functioning, but in the development of the segment as a whole by attracting foreign partners to the Ukrainian tourism market, which expand the prospects of tourism industry enterprises in the field of inbound tourism.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The most effective functioning of the tourist complex is possible under the condition of rational use of its resource potential. This economic function is closely interconnected with financial, material and technical, labor and other resources. Figure 3.1 shows a group of factors affecting the efficiency of tourism enterprises.

Two approaches can be used to measure the effectiveness of tourism complex organizations:

- an assessment of efficiency based on attributing the organization's profit to the factors that caused it to be obtained;
- an assessment of efficiency based on the attribution of the entire amount of revenue to the factors that determined this revenue.

The combination of these two approaches makes it possible to give a versatile assessment of efficiency.

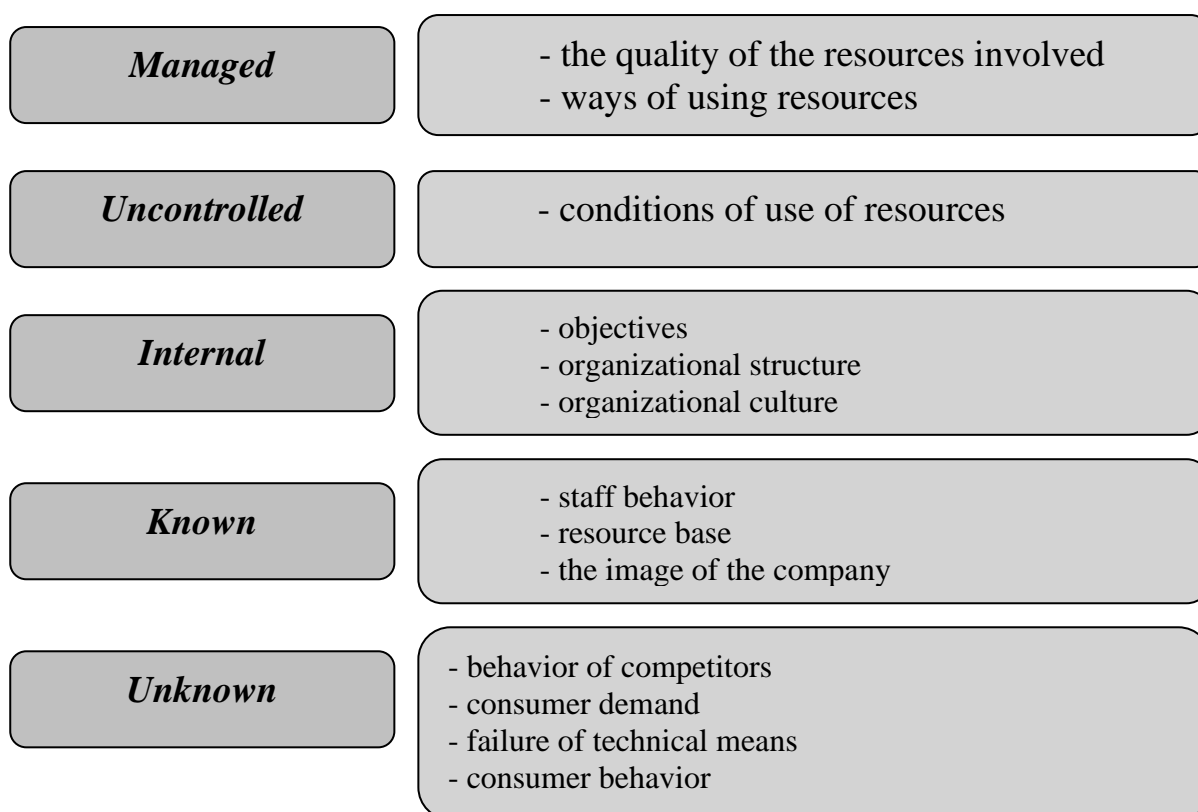


Figure 2.7. Groups of factors affecting the efficiency of tourism enterprises
**Source: created by the author based on [17, 18, 19, 20, 21].*

The geographical location, historical tradition and multiculturalism of Vinnytsia have formed a clear vision of directions for the development of the tourism business,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

which are reflected in the Tourism Development Strategy of the city of Vinnytsia for the period up to 2030 developed by the city authorities.

The Vinnytsia City Employment Center cooperates with the city government on the implementation of projects aimed at creating comfortable conditions for attracting investments, developing the economy and tourism, creating jobs, etc.

More than a hundred Vinnytsia employers operating in the field of tourism are fruitfully cooperating with the Vinnytsia City Employment Center. So, there are about 50 hotels and hostels in Vinnytsia and its surroundings. The city has a wide network of food establishments; 35 tour operators are registered, of which 6 specialize in domestic and inbound tourism. Cooperation with enterprises and private entrepreneurs of the city continues and is effective.

Specialists of the Department of Interaction with Employers are employers' consultants who constantly find out personnel needs and provide the necessary services in a timely manner, including:

- operational quality selection of applicants by the recruiting method
- professional training or retraining of employees
- compensation of the single social contribution for newly created jobs and others.

In order to accelerate the pace of development and increase the efficiency of the tourism industry, it is necessary to solve certain problems that require state support and regulation.

At the beginning of the market transformation in the country, it was believed that the market and privatization would automatically ensure the innovation of the economy and its competitiveness. But the mistake was that during privatization almost no objects of intellectual property were evaluated, and practically only real estate was taken into account. Such underestimation (and other factors) led to the fact that Ukrainian oligarchic business focused on exhausting exploitation of funds and raw resources. In addition, the situation is complicated by the constant outflow of free capital from the country, which could be used to develop the country's economy and solve social

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

problems. As already mentioned, one cannot always refer to the lack of funds for investments in innovative projects and their large-scale introduction into the economy.

Towards possibilities. Return to work in the new format of the post-war state:

Develop a plan to return to business as usual, understand and apply lessons learned during the crisis, and determine a plan for the next course of action. Focusing efforts only on returning to business as usual is not a practical solution, as it will not allow companies to effectively apply all the knowledge and experience gained over the past months. To adapt to changes in the age of acceleration, companies need to achieve "dynamic stability". Instead of trying to stop the inevitable change, it is necessary to become the drivers of such change, using it as a source of energy and inspiration, and create a platform of dynamic stability.

Vocation: An organization that not only talks about vocation, but infuses its meaning into every aspect of everyday work.

Belonging: from comfort to interaction and contribution to a common goal.

The resulting crisis reminded us that employees are most motivated when they see that the results of their work contribute to the achievement of the company's goal and mission. As an example, consider manufacturers of consumer goods. Employees are motivated to contribute to the success of their organizations when they understand how their unique skills, abilities, knowledge and efforts contribute to greater goals.

New opportunities. When developing a return to business plan, organizations must ensure that they create a clear relationship between individual contributions, team goals, and the organization's mission. To strengthen the connection between belonging and organizational performance, companies need to do more than respect and treat their employees fairly. They should create a strong relationship between the personal contribution of employees and their impact on the company and society in general.

Work design for the formation of employee well-being: live and work to the fullest. Due to the pandemic, the war and the remote mode of work, the length of the working day has increased, which has led to exhaustion and emotional burnout of employees. At the same time, stress levels have increased among staff due to the need to balance professional and personal needs, care for children and care for family

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

members. In addition, many employees have experienced burnout, making employee well-being a top priority for organizations as they develop a recovery plan.

New opportunities. When developing a recovery plan, organizations need to do more than just have an open dialogue and implement employee wellness practices. Currently, companies must consider the importance of ensuring well-being in every aspect of the organization of work processes and the performance of work itself, as well as radically reorganize work processes with a shift in focus from work execution to achievement of results. This will give employees the opportunity to restore the balance between personal life and work.

Potential: An organization created and organized to maximize the human capacity to think, create and work in a world of machines.

Superteams: incorporating artificial intelligence into work teams. Technologies do not replace a person, but, on the contrary, complement and expand their capabilities. The current crisis has made it possible to understand that people and technology are much more powerful together than separately. One only has to look at the examples of effective human-technology interaction in such areas as telemedicine, manufacturing, education, and even food delivery.

Companies need to rethink their approach to technology and, instead of viewing it as a substitute for humans, develop strategies to complement or combine the capabilities of technology and humans. This will help not only to optimize costs, but also to create value and ultimately add meaning to the work of your employees.

Knowledge management: creating a framework for sharing. Organizations can use the potential of artificial intelligence to build a culture of knowledge sharing and accumulation that is not only practical, but also strengthens employee engagement and ensures organizational resilience, enabling it to withstand and even thrive in an environment of uncertainty and change.

Beyond Retraining: Building Resilience in the Face of an Uncertain Future. In the context of this crisis, the world was able to test the resilience and ability of personnel to adapt to new requirements, because employees had to quickly take on new roles and even join projects in other areas and industries. Now you should not give up

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

on decisions aimed at the development of employees - on the contrary, it is necessary to redouble efforts to form the stability of personnel capable of adapting in conditions of constant changes.

The Compensation Conundrum: A Person-Focused Approach.

The pandemic and the war forced organizations to review their salary policies, because some low-paid professions turned out to be urgent and in demand in the crisis. leading companies are implementing various measures to revise wages: some organizations have increased the minimum wage for workers who perform important work, others have reduced executive compensation in an effort to save jobs.

Managing HR strategies: new questions for better solutions. In the circumstances created by COVID-19, the war, there is an urgent need for quick access to data about employees, in particular, about their competencies, physical and mental state, as well as about the relationship to the corporate culture. Many contractors offer ways to quickly obtain and analyze the necessary data using modern technologies. Now is the time to check whether companies are moving in the right direction and whether they have succeeded in setting up the management process and other business processes that enable the use of data to understand the current situation in the organization and the sentiment among employees.

Ethics and the future of work. Ethical issues have become relevant in almost all segments of the workforce, but professionals who work with alternative forms of employment have been most affected. Some of them have faced a drop in demand for their services and related financial problems, others - an increase in demand and related increased health risks. In April 2021, a survey was conducted that showed that 70% of freelancers were not satisfied with the support they received from their employers during the pandemic.

A reminder to HR representatives: the greater the focus, the greater the impact. The HR function must assume a key role in assisting the company and employees during the process of adapting to changing organizational needs and business requirements. Business leaders need to ask themselves whether the HR function has

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

enough power to extend its influence into other areas where it needs to be involved to help companies not only recover but also grow over the next 10 years.

Building a sustainable future after the crisis. While a crisis situation can prompt heroic and unprecedented actions, the true path to recovery lies in the long-term impact of such actions. This path should be paved not only with good intentions, but also with meaningful changes.

There are certain methods of optimizing the business processes of a tourist enterprise. These methods can be divided into three groups. The first group of methods is based on experience. They are universal and suitable for any enterprise. The second group of methods is characterized by benchmarking methods. Enterprises analyze and copy the activities of successful competitor companies. The third group of methods is characterized by teamwork technologies.

Optimizing the business processes of a tourist enterprise is an effective tool for ensuring the efficiency of enterprises in modern conditions, contributes to increasing profits and increasing productivity, reducing costs, improving the quality of products or services, in order to meet the needs of customers and consumers. One of the modern methods of describing business processes and the technology of business organization and corporate information systems is Workflow, the introduction of which at domestic enterprises in modern conditions will allow to organize the activities of enterprises, increase the efficiency of their economic activities and competitiveness. A qualitatively developed strategy will allow the enterprise to achieve the planned results of innovative activity in the long term. To maximize the quality of business processes at Ukrainian enterprises, it is necessary to use such optimization methods that will allow establishing a balance between consumer satisfaction and competitive market forces on the one hand and business process efficiency indicators on the other.

The active implementation of modern information technologies in the activities of tourist enterprises is a necessary condition for their successful work, since accuracy, reliability, efficiency, relevance and high speed of information processing and transmission determine the effectiveness of management decisions in this area. Large capital investments in new technologies will lead to vertical, horizontal and diagonal

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

integration of tourism enterprises. Information technologies provide a significant increase in productivity in the field of tourist services. The strategic orientation in the information logistics of tourist enterprises is an innovative approach in the management of flow processes and has a systemic nature, which has a positive effect on the management of the tourist business as a whole.

In our opinion, infrastructural reconstruction of strategic objects should be provided by the state, and social objects by local authorities (because local communities know better which objects need priority restoration and which can wait), and quality control of the performed works as well can be better served by communities. It is clear that it is necessary to clearly define the sources of funding. Control over the receipt of funds and their use should be entrusted to international auditors (other international institutes) and a mechanism for the transparency of their spending should be introduced in territorial communities.

In our opinion, the innovative development of the economy in the affected regions, including in Vinnytsia, can only be ensured by the creation (first in the controlled territories, and then in the de-occupied territories) of special economic zones and scientific and industrial parks. Such creation will stimulate the development of industries based on new advanced technologies, increase the number of jobs, the volume of exports, etc. The general concept of socio-economic recovery and development of Vinnytsia is schematically depicted in Figure 2.8.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

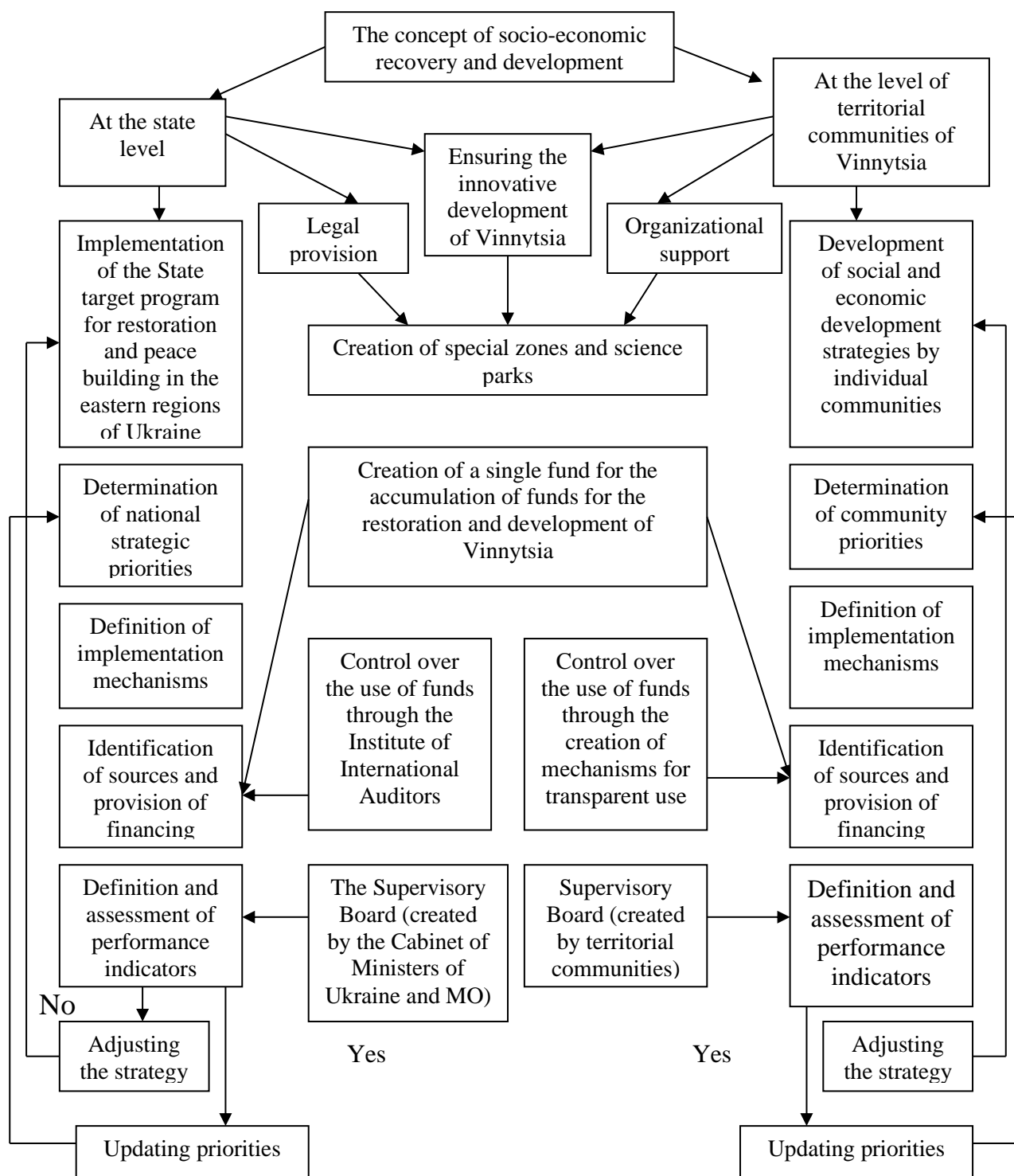


Figure 2.8. Concept of socio-economic recovery and development of Vinnytsia

**Source: created by the author based on [17, 18, 19, 20, 21].*

In Vinnytsia, the following successive measures are indispensable for successful economic reconstruction:

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- development and implementation of a modern concept of reconstruction of the country's economy, based on innovative development, taking into account the real geopolitical situation;

- implementation of the recovery and development strategy developed by domestic scientists and the government;

- determination of key (priority) development sectors that will ensure high competitiveness of goods and services on foreign markets, as well as state support for such sectors;

- adoption of relevant laws regarding full employment, decent pay, increase in labor productivity, price stability;

- development of mechanisms for the use of borrowed funds and their control;

- adoption of relevant laws on elimination and prevention of excessive concentration of production and capital, avoiding the formation of monopolies;

- preventing corruption and introducing economic mechanisms to combat it;

- development of effective social policy, policy of income growth and population consumption;

- creation of special economic zones and science parks.

The process of rebuilding Ukraine will depend on the country's ability to "reload" so to speak, to reorient the economy to higher priority industries that will receive the most support from the state. But the primary task of Ukraine is the restoration of social infrastructure.

In particular, external partners will be of great importance in the reconstruction of Ukraine and Vinnytsia region. One of the types of regular funding and support for Ukraine can be its membership in the European Union, because Ukraine is paying a very high price for its independent future and the future of Europe as a whole. The nearest date on which the issue of Ukraine's membership in the candidates for the European Union will be considered. But, in any case, Ukraine should remain an independent state and in the future carry out reforms that will bring the country closer to the defined European standards.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Reconstruction of Ukraine after the war is an opportunity to involve international experts from various fields in the modernization of the country. The experience of many countries in which military operations took place shows that the number of tourists in the post-war period to these countries is only increasing. And due to income from foreign tourists, it is possible to increase the country's economy faster, compared to other industries that will require a longer recovery. International partners want and are ready to help in the restoration of the tourist industry and infrastructure.

Ukraine will win in any case and will remain an independent country! A lot of money will be needed to restore the social and economic sector, but thanks to the millions of people who support Ukraine in this difficult time for us, we will be able to rebuild our country. The tourism industry will also begin to recover over time.

Chapter 3. Gastro tourism as a current trend development of the sphere of tourism in Ukraine and Vinnynych

3.1. Gastronomic tourism: modern approaches in the modern world

In the modern world, tourism is a multifaceted phenomenon closely related to economy, history, geography, architecture, medicine, culture, sports and other sciences. The tourism industry is naturally considered one of the fastest growing sectors of the world economy of the 21st century. For many countries, the tourism industry is the most important source of income and, as a result, one of the priority areas of economic development. Numerous tourist companies offer tours to customers, differentiating them according to preferences, financial capabilities, time of year, city of visit. The creation of a new tourist product is associated with the development of new segments of the tourist market, new tourist and recreational areas, and the attraction of new types of resources to the tourist market. The development of specific types of tourism, in particular, gastronomic tourism, is promising in this regard. After all, the trends of the modern tourist market demonstrate the growing interest among consumers in precisely such types of travel.

Trends in the development of tourism in the XXI century. allow us to assert the formation of a new model of consumer behavior. For many tourists, the importance of cultural, educational and ecological aspects of travel is higher than the interests of entertainment and comfort, the value of geographical space is increasing. Travels devoted to the study of the uniqueness of the culture and history of individual regions and places, and the search for diversification in a globalized world, are gaining popularity. Gastronomic tours fit well into this concept, as they cover such aspects as: getting to know the life, traditions and customs of the inhabitants of one or another region, their cuisine, local agricultural products, where you can take part in gastronomic festivals and events, attend master classes and schools, product tastings and getting to know producers [45].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

This is a new philosophy of travel with the aim of finding unexplored tastes and authentic traditions. The growing popularity of gastronomic tourism is facilitated by the fatigue of many people from urbanization, the consumer's desire to know better what he eats and drinks, the search for new sensations and the transition from mass to individual recreation programs. The development of tourism in Ukraine, the growth of competition on the global tourist market and the need to activate regional and local tourist destinations determines the prospects of gastronomic and wine tourism, on the basis of which full-fledged tourist destinations and products are formed that ensure sustainable economic growth, full and productive employment, active preservation of a unique local and national cultural heritage. Gastronomic tourism is of particular importance due to the fact that national gastronomy, dishes and drinks occupy a central place in any tourist experience, and the concept of forming a tourist product combines the economic, social and cultural values of the territory, covers the landscape, climate, traditional types of agriculture and industries, national customs, traditions, everyday life and art. Modern gastronomic tourism is a very relevant means of diversifying outdated tourist routes and attracting as many tourists as possible to destinations already familiar to them. A particularly positive point is that this type of tourism does not depend on such a factor as the seasonality of travel. Experienced travelers say: "National cuisine can tell more about the country than any museum." The statement is controversial, but there is some truth in it. [49].

Gastronomic tourism is a bright, promising direction that allows you to look at any country through the prism of national culinary traditions. Any gastronomic tour can be organized independently, without the help of travel agencies. To do this, it is enough to choose a route, buy a plane or train ticket and go on an adventure [49].

Gastronomic tourism is a type of tourism in which the traveler visits different regions of the world, gets acquainted with local culinary traditions, tastes national dishes and drinks, and learns the secrets of their preparation from local chefs. Gastronomy, as a tourist resource, is valued not only for the sake of tourism itself, but also for its ability to generate the development of rural areas. More and more consumers want to support local businesses, so a wide variety of culinary festivals, markets and

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

other similar events are becoming a global trend. The growth of international interest in healthy natural food and the global spread of the slow movement food also includes gastronomic tourism as part of eco-tourism, a phenomenon that helps promote environmental care and locally managed cultural preservation. Travelers interested in food, wine, beer, cooking or baking, as well as the history of certain foods and dishes can choose from a variety of travel destinations today that are represented around the world [49].

The main goal of such tourism is to get the most complete picture of the region (country, city), learn to cook new dishes, discover a whole palette of taste sensations.

In our country, gastronomic tourism has several directions:

A rural tour is a type of tour that involves tourists staying temporarily in a rural area to taste the local cuisine and products produced in the region, and may also include participation in agricultural work, consumers of such tours include: travelers who like to eat deliciously, but for the sake of a bread and salt table, they are not ready to give up other pleasures of rest; chefs and owners of public catering enterprises who want to gain new experience, to discover the secrets of cooking dishes from different countries of the world; gourmets who do not just eat, but enjoy every ingredient in a dish, appreciate unusual combinations of products; tourists who are used to traveling independently and do not want to depend on other members of the group, as well as traveling for the purpose of tasting and buying beekeeping products directly at apiaries [48].

Restaurant tour - a trip that includes visits to the most famous and popular restaurants, distinguished by high quality, exclusivity of cuisine, as well as national orientation, restaurant tasting tours (cheese, wine, beer, tea, coffee, sushi tours, etc.) [49].

An educational tour is a tour whose purpose is to study in special educational institutions with culinary specialization, as well as courses and master classes.

Ecological tour - a tour that includes visiting ecologically clean farms and factories, familiarization with ecologically clean, organic products and their production

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Event tour - a tour focused on visiting the area at a certain time in order to participate in public and cultural events with a gastronomic theme: exhibitions, fairs, shows, festivals, holidays.

A combined tour is a trip that includes several destinations listed above. Combined tours are suitable for tourists "with experience", those who are already familiar with the gastronomy of a particular country, otherwise the tour can be informatively oversaturated [49].

There is another classification, where gastronomic tours can be divided into two types: urban and rural ("green"). The fundamental difference is that, going to the countryside, the tourist wants to try an ecologically clean product, without additives. For example, "green" tours offer picking wild berries and mushrooms in the forest, vegetables and fruits on farms. During such trips, you can learn ancient recipes for cooking certain dishes, see how the ingredients for them are collected and personally participate in each stage of the process [48].

The city gastronomic tour includes a visit to a confectionery, a factory, a restaurant, where you can participate under the supervision of a master in the creation of a product, as well as its tasting.

In addition, there are tours that introduce not different dishes in one area, but the same dish in different areas. This is the so-called gastronomic monotourism, a special type of gastrotourism dedicated to one product. The most popular monotours: wine, beer, cheese, coffee, chocolate, etc.

Gastronomic tourists are also usually divided into groups. Gastro-tourists who are experts and gastronomic critics. Foodies are tourists who are interested in quality and tasty food. Interested buyers are tourists who perceive food as an addition to pleasures during vacation. Non-involved tourists who do not consider food to be an important part of their vacation. "Lazy consumers" are tourists who do not show interest in new food while traveling. But it is customary to include only gastro-tourists and foodies as the target audience of gastronomic tourism, since it is they who perceive food as the main tourist magnet during a trip [50].

3.2 Development trends of gastronomic tourism in Ukraine

Gastrotourism is developing dynamically in Ukraine. Mainly, it is represented by wine routes and "green" gastronomic tourism. The generally recognized gastronomic centers of Ukraine are Kyiv, Lviv, Odesa, and it will also be useful to visit Kharkiv. Small but authentic cafes can be found in Chernihiv, Rivne, Vinnytsia, Chernivtsi, Kamianets. When choosing a gastronomic tour, it is important to understand that it is fundamentally different from traditional mass tourism. Here, instead of art galleries, visiting cafes and restaurants; instead of resting on the beach - tastings; instead of shopping and souvenirs - a trip to the markets for products for master classes. Gastronomic travel is an experience of combinations of new tastes and products, tasting, many meetings and unexpected discoveries [57].

Ukraine should tell the gastronomic world its unique story. About the struggle for freedom and independence. About self-awareness and returning to historical sources. About the history of the combination of tastes, the identity of each region and their synergy. About Polissia (berries, game and mushrooms), Carpathians (cheeses, corn, mushrooms), Black Sea region and Bessarabia (fish, seafood, wines, fruits and vegetables), Steppe (cereals and cereals), Central Ukraine (cereals, kvass and pickling), Slobozhanshchyna (wild game and mushrooms) and Halychyna, which united the culinary traditions of different peoples. About Transcarpathian cheese and southern sunny watermelon, Podilsk cabbage and Polish kulish, Dnieper fish and Trans-Dnieper verguns with Donetsk sour cream, Galician coffee and beet kvass, Myrhorod lard, fruit distillate, honey and beekeeping products, Zenkiv sausage and Poltava dumplings [51].

A Ukrainian table cannot be without a slice of delicious lard. Borscht, Lviv coffee and dumplings, Carpathian bograch, shovdar and cucumber, Hutsul kulesha with cheese and porcini mushrooms, Bukovyna trout and cherry dumplings, sycamore pie, Zinkiv sausage or Bessarabian lamb, wines from indigenous grape varieties and Kherson tabnardek - watermelon honey. This is far from the entire list of traditional Ukrainian dishes and products that are available in every region of Ukraine, and which can surprise and interest the traveler. But such a fantastic potential is currently not even

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

10% revealed. That is, gastronomy in the country is much better developed than gastronomic tourism [52].

The center of "green" gastronomic tourism in Ukraine is its western regions, in particular Transcarpathia. Tour operators are already offering Ukrainian, Gypsy, German, Slovak and Hungarian culinary tours of this region, during which you can not only try, but also learn how to cook unusual dishes. There are places in Ukraine where you can taste wine while sitting in a medieval castle. There are only a few of them, in Mukachevo at Palanok Castle and Uzhgorod Castle. Wine tourism routes are also dynamically developing in Prykarpattia [48].

One of the most developed regions of Ukraine in terms of gastrotourism is Lviv region. It is full of various delicacies, because this territory was always part of other states, and traders from other countries also came here. Thus, the traditional Lviv dessert andruta is the heir of the Austrian waffle cake, and the Greeks "brought" candibal (lemon drink) to Lviv along with citrus fruits. Also, thanks to the Greeks and Armenians, everyone here was familiar with raisins, paprika, and olives. There are dishes in the local cuisine that were invented not by native Lviv residents, but by Jews, Poles, and Armenians who lived and cooked only here. These are, for example, forshmak made from local fish from Lviv Jews, pazhibroda from local Armenians, or flasks invented by Lviv Poles. But if you include Lviv coffee in the gastro tour, then we recommend trying it not in a tourist "hole", but in some place that stood near the origins of Lviv coffee culture [53].

The peculiarity of the Ternopil region is that several Ukrainian cultures are inextricably combined here. Borsch Festivals are very popular today, held in the village of the same name Borschiv in Ternopil Oblast, as well as in other regions of Ukraine.

In July 2022, the culture of making Ukrainian borscht was recognized as an object of intangible cultural heritage by UNESCO. He is loved in all corners of the country. Ukrainians have different views, religions, sexual preferences, but they all eat borscht. This is what unites us. This is its peculiarity. And that is why the Russians deliberately artificially blurred the borders for many years in a row in order to deprive us of this unity. For example, borscht is eaten throughout the territory of the former

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Soviet empire and there is no need to endow the dish with any national characteristics. That is, Ukrainian. When this discourse took on international dimensions, it caused the indignation of a large part of Ukrainian society. Then a decision was made to resist Russia and its propaganda and protect borscht. Because it was no longer about food, but clearly about something more. As a result, the tourist receives masterpieces of culinary skill and art [54].

Only in Chernivtsi you can try real blueberry liqueur, and in the restaurants of the city, guests are treated to plum tincture with a strength of about 60 degrees [49]. Kherson is famous for watermelons and tomatoes. No less interesting is the Kyiv region with the Biologist winery, a considerable number of ostrich farms and banana greenhouses, honey and cheese factories [53].

Rest in Odessa is first and foremost an opportunity to try a wide variety of fish dishes, and in the region - meat and cheese dishes of Bessarabian cuisine. Odessa is the unofficial Jewish capital of Ukraine. Odessa cuisine is very diverse, so its fame has spread all over the world. A wine tour with a tasting of Odessa wines and cognacs at the French Boulevard and Shabot factories is extremely popular [53].

In Ukraine, there are tourist routes in the south of the country in Bessarabia and Transcarpathia, which are called "Taste and Wine Road". It is a wine gastronomic route that combines the best producers of wine, traditional products and drinks with the opportunity to familiarize tourists with the production process.

But not only the South and the West of the country can please hunters of tastes. The sweet business card of Kharkiv since 1896 is the "Kharkivskyi" cake, the recipe of which has been preserved to this day. The tourist project "The Road of Wine and Taste of Slobozhanshchyna" operates in the Kharkiv region. Its goal is the development of gastronomic tourism in the territory of the communities of Slobozhanshchyna. Initiatives to create the project are based on existing traditions of winemaking and handicrafts, gastronomic brands in the city of Chuguiv.

The Durun festival in Korosten takes place on the second Saturday of September in Drevliansky Park. Be sure to try yourself as a taster, who has to determine the tastiest deruns at the festival — you will be surprised by the variety of one of Ukraine's favorite

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

dishes (for this, you need to purchase a special patent for a nominal fee). [53] Don't be afraid to eat a lot of food for the rest of your life - at the festival, you can also diversify your meal with traditional Polissia dishes. Here, in the local cuisine, preference is given to plant-based food, so that the lunch will be digested quickly and it will be possible to connect to "old" entertainment [53].

Vinnytsia has all the prerequisites for the intensive development of domestic and foreign tourism: features of the geographical location and relief, a favorable climate, a wealth of natural, historical-cultural and tourist-recreational potentials. Every day Vinnytsia tourism is gaining momentum in terms of the further development of its potential in this field of activity, which makes it possible to generate significant interest of both domestic and foreign tourists in the tourist attractions of the region. Today, the most popular types of tourism for the purpose of travel in Vinnytsia are: cultural and educational; medical and recreational, recreational; rural green tourism; eventful; sports and active tourism; religious tourism and pilgrimage [58]. The analysis of resource support for the development of tourism in the region gives grounds for asserting that today the most widespread and developed for the region are: rural green tourism, which is closely related to gastronomic tourism. The development of rural green tourism as a form of recreation in private farms in rural areas using the property and labor resources of a personal peasant, utility or farm, natural and recreational features of the area and the cultural, historical and ethnographic heritage of the region is promising for Vinnytsia. The dynamic growth of "green trips" to rural areas indicates that rural tourism is capable of ensuring economic and demographic stability in rural areas, promoting the development of small and medium-sized businesses, solving socio-economic problems of the village, becoming an important factor in the future development of rural areas, attracting domestic and external potential tourists to the knowledge of the rich natural and historical and cultural heritage of the region and the growing popularity of ideas about protecting the environment, and also to offer tourists to eat during the trip, and for some, food is a means of feeling and penetrating to another culture, which in turn increases the general tourist impression [58]. Increasingly, tourists seek to eat those products and dishes that emphasize the heritage and culture

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

of the place where they are, and as you know, Ukraine has a great culinary heritage and even greater potential. Currently, about 30 rural estates are officially providing rural green tourism services in the region, which offer comfortable accommodation, family vacations, national traditional cuisine, ecologically clean food products, and interesting leisure activities. Of them, 2 estates have the third (highest) category of the system of categorization of the rural overnight base "Ukrainian hospitable estate" and 7 estates have the basic category. At the same time, the tendency to improve the quality of the services provided should be noted.

3.3. Gastronomic tourism of the region

The most active in the development of gastronomic tourism are Barskyi, Vinnytsia, Gaisynskyi, Nemyrivskyi, Mohyliv-Podilskyi, Murovano-Kurilovetskyi and Yampil'skyi districts. Tsekinivka is a village in the Vinnytsia region on the border with Moldova. [58] The International Festival of Folk Art "Wine and Cabbage" is held in Tsekinivka. Tsekiniv wine and cabbage rolls are two miracles! Every housewife in Tsekinivka prepares her own, special cabbage rolls, so in general, there are dozens of unique recipes here! Songs, lazy, with corn grits, cooked on ribs, from minced meat or minced pork or turkey. They are wrapped not only in cabbage leaves, but also grapes, raspberries and even maple and strawberries! "Gypsy" cabbage rolls with turkey, which, according to legend, must be stolen from a neighbor, are also popular. The same applies to wine: grapes grow in every yard, the owners make their own wine, and family recipes have been handed down from generation to generation since ancient times. Here, too, culinary fantasy is added: the locals make wine from dandelions, rose petals, mulberries, elderberries, blackberries, viburnums, skunks , grapes, and even from... tomatoes [61].

Placindy is a Bessarabian dish that was once widespread in the south of Podillia (Yampil'skyi and Mohyliv-Podilskyi districts). It is made from unleavened dough and stuffed with cheese or stewed greens. In the Murovano-Kurilovetsky district, you will be treated to "horse varga" mushrooms dressed with sour cream. There is also another

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

recipe for young wheat soup, to which "deer antler" mushrooms are added. An apple festival was held in Baru and it was possible to reconstruct the recipe for the soup "yabchanka".

The main feature of Podilja cuisine is that it has absorbed many curiosities from other national gastronomic cultures, primarily Jewish, Polish and Moldovan, and since Podilja was an arena of military operations during both world wars, also from German. Many of today's famous Podil dishes appeared after the First World War, and after the Second World War, moonshine began to be distilled in our country. Before that, they evaporated the brew and made syvukha, and it was the Germans who learned to distill it through a tube during the war.

Also, it was after the German occupation that cabbage dishes (traditional stew, bigos) became popular in Podilla, and people also began to smoke and marinate meat and lard, which before were usually cooked in the oven and simply salted.

It is believed that the foundations of Ukrainian culinary traditions were laid more than 7,000 years ago by the people of Tripoli! It was then that our ancestors learned to make bread, which became the "head of everything" for millennia. At first it was fresh, then they learned how to make sourdough, the first products were made of rye flour, but in different regions of Ukraine, different ingredients were added to it, which contributed to an incredible diversity. This is evidenced even by Balzac's letters, in which he wrote: "... When you come to Ukraine, to this earthly paradise, where I have already noticed 77 ways of making bread" [59].

Ukrainians are an ancient agricultural people, so traditional Ukrainian culture is based on the values of agricultural work and respect for bread. Love for bread was also reflected in the traditional menu of Ukrainians, which in all regions of Ukraine mainly consisted of bread dishes and flour products. These are traditional varenyki, halushki, buckwheat, sochnik, shulyk, potaptsi, priskantsi, mlinchiki, and ceremonial ones - korovoy, korochun, lezhen, mandrik, paska, goose, cones.

In particular, grain kulesh was very popular in Vinnytsia. Before going to work in the field, the housewife lit the stove, threw a piece of meat into the pot, and if it was not available - just an onion, salt and a couple of handfuls of cereals (barley, wheat,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

buckwheat or oat - whoever had what used). All this was poured with water, and when it melted in the oven, such a simple grain concoction came out, which we now call soup, and then it was called kulish [60]. If the family had a cow, instead of water and onions, the grain was poured with milk and a milky kulish came out. Meat and sausages were considered delicacies. The pig was usually slaughtered twice a year - at Easter and Christmas. The prepared blanks were then eaten throughout the year. Sausages and blood sausages were traditionally baked in an oven, and then placed in large banyaks and poured with lard. But lard was salted, rolled into rolls and hung under the roof - at that time it was one of the coolest places in the house, because houses were covered with straw. Another common local recipe is kotsyruby. This is a somewhat unusual dish of mashed potatoes and dumplings, served with garlic and crackers. Manzariki - pies with cheese and greens. The Lithuanian heritage in the arsenal of Podil cuisine is vederei (potato sausage, i.e. pork intestines stuffed with potatoes and baked in lard) and shupinis (pea porridge with potatoes and fried pork).[60]

Despite the fact that leguminous crops are now used quite rarely in our country, there are many interesting dishes made from peas in Podil cuisine. Podolians often baked fritters from peas, which were first soaked in water, and then ground in makitra. And, of course, traditional pea puree was cooked - simple, affordable and nutritious. And when people did not have the opportunity to bake bread, because there was no time to specially fire up the oven, they prepared donuts with baked goods - this is a very tasty Podil dish. First of all, yeast dough was prepared, which was traditionally made for bread, fritters were formed and laid out on a large pan, which was placed in the oven directly in front of the fire. Dumplings were served with meat gravy, which was called pechenya. You could also eat them with jam or simply with fried lard and onions. Another very interesting, but, unfortunately, currently forgotten Podil dish is piza [60].

It somewhat resembles Poltava dumplings, but is made from buckwheat flour. Buckwheat was ground into flour by people, or it was simply ground dry in a mortar. Yeast dough was kneaded from the obtained flour. When there was no yeast, sourdough was used, stored in jugs in cool places in the house. They were cooked in boiling water

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

or steamed: they took a pan, put an inverted sieve, added a little water and covered it with a lid. They usually ate pies with cracklings and fried onions. Another great Podil recipe is lazy cabbage rolls with sauerkraut and millet or rice. To fried onions and carrots, you need to add minced meat or very finely chopped mushrooms (so that everything looks like after a meat grinder). Add boiled rice or millet, mix thoroughly with sour sauerkraut and put to simmer. And from the semi-desserts, you should try to cook sorrel - a delicious Podilsky jelly, which was usually prepared before Christmas from a concoction of dried prunes. Starch, which we add to jelly today, did not exist in ancient times, so flour (rye, oat, or their combination with wheat) was simply pounded in the mixture [60].

In general, the food of the Podolians was always simple. The diet was dominated by dishes made from potatoes and other vegetables traditional to the region, there were a lot of fish dishes, because fish could be caught in the pond and the river, and, of course, almost every day people ate a variety of cereals.

Also, the most widespread and related to gastronomic tourism is: event tourism, or as it is also called (event-tourism), dedicated to the coverage of some event, is a priority direction and is rapidly developing in the region, and which is closely related to gastrotourism. Tourists, no matter what purpose they come for (educational, business, transit) are determined to have an interesting pastime, new meetings and bright impressions, and Vinnytsia can offer tourists a choice of this type of recreation. An example is the knightly tournament dedicated to the memory of the Hero of the Heavenly Hundred Maksym Shimko, which is a medieval festival, and the main message of its holding is the importance of historical reconstruction. In addition, the open-air festival "OPERAFEST-TULCHIN" has already become traditional for our region, which gathers under the open sky fans of opera not only from Ukraine, but also from far abroad[58].

In turn, the international ethno-festival of customs and culture "Living Fire", which has been held for 11 years in a row in various places of the region, is a real celebration of Kupala customs and traditions, Ukrainian ancient and modern culture. Folk-rock festival "Mlynomania" and international festival "Schedryk" are also

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

interesting for their programs and performances. The drag racing show at the airfield in Kalynivka every year gathers competitors and spectators from all over Ukraine, and in recent years foreign tourists are increasingly visiting this event.

The gastronomic festival of traditional Podil dishes "Miracle from a jar" (festival of Tymanivka porridge), held in the village of Tymanivka, gathers fans of Podil dishes made according to unique ancient recipes. In addition to the events listed above, the following attract the attention of tourists: International jazz festival VINNYTSIA JAZZFEST, ethno-festival of family song "Mama's Stove", national-patriotic festival of Cossack traditional culture "Battle of Batoz" and many similar ones that already have the status of traditional. Every year, traditionally in the middle of May, Vinnytsia celebrates Europe Day, which is attended by distinguished foreign guests from sister cities and partners from international organizations, as well as tourists from all over Ukraine. The city center turns into a pedestrian zone with interesting interactive, artistic and art venues. Residents of Vinnytsia and guests have the opportunity to participate in master classes and concert programs, visit themed locations that change every year [58].

Tourism can become another component of Vinnytsia's attractiveness in view of the ethnographic and historical resources of our region. Gastronomic tourism as a type of tourism is related to familiarization with the production, cooking technology and tasting of national dishes and drinks, as well as with the culinary traditions of the region. It should be noted that almost any region has the potential to develop culinary tourism, and Vinnytsia in particular, because it can offer unique local cuisine and traditions of hospitality. For example, Tymaniv porridge, in honor of which a festival is held in Tulchyn OTG, or Ulaniv potatoes, known far beyond the borders of Ukraine, the recipe of which was invented in the village of Ulaniv in Vinnytsia and which is planned to be granted the status of an object of intangible cultural heritage. Food tours with the study of historical dishes are mostly popular among Europeans. In groups, they go to the heart of central Ukraine to taste porridge with sauerkraut. Fried potatoes, for which its inventor was awarded an order. And also sausage dried in the sun.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Vegetarians are also interested in the region, and learn about the variety of healthy food in the monasteries [53].

Olena Pavlova has been researching the culinary past of Vinnytsia for many years. She is the only gastro guide in this region. He perfectly knows the history of forgotten dishes that our ancestors prepared. Tourists from Poland and western Ukraine are mostly interested in tasting ancient dishes that are still prepared or revived in Vinnytsia. Special itineraries for one or two days have been developed for them. After the Vinnytsia lard tasting was held in the European Parliament, foreigners began to take an interest in other curiosities on tourist forums: our apple soup, Ulaniv-style potatoes, Tymaniv-style porridge with cabbage, macaroni dragonflies. This is how our region is becoming more and more popular. We are already interesting not only to gourmets, but also to qualified cooks. After all, in search of new and delicious dishes for their establishments, they are ready to travel thousands of kilometers . Tymanov porridge claims the title of national culinary heritage. This dish was prepared by the Cossacks 400 years ago. It consists of 15 ingredients. Sauerkraut, millet and spring water are among the most important. But the residents of Tymanivka, Tulchyn District, have their own secret trump card that makes their porridge special. This dish used to be like millet kulish. But the wives of the Cossacks came up with the idea of adding other ingredients. Now it is a traditional dish in our village. It is prepared for major religious and family holidays. People used to gather at weddings and look out the windows. And they say: "Oh, they are already giving buried cabbage" [53] . So they know what will happen next," says local resident Olga Bugai. In Tymanivka, porridge covered with cabbage is so respected that they prepare it in national costumes. To Ukrainian songs. But the most important secret of our porridge is old fat. It is added when both millet and cabbage are in the cauldron. At the end of cooking, we take away the lard," notes Olha Bugai. [53] The original presentation of the food, the Ukrainian flavor and singing to the accordion, lure even the Swiss to Tymanivka. "Foreigners consider this recipe to be special. And they are ready to go and pay money. In order to try exactly this porridge, Tymanov. Exactly according to the recipe as it is. Today,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Tymanivska kasha is a contender for the title of culinary intangible heritage", - emphasizes gastro guide Olena Pavlova [53].

In Vinnytsia, babka made from homemade noodles, baked in cheese, is considered a traditional dish. "This is a dish that was prepared for large feasts. Christenings, families, weddings. Yellow homemade noodles are no worse than Italian pasta. But in terms of cost, Podilska dragonfly is expensive. It contains 40 eggs. Noodles are cooked on egg yolks. They also bake with them. The taste can be both salty and sweet. With cheese and chicken. Or with cheese and young apples, as they do in the village. Ivan of Kalynivsky district. This village is also famous for its dried sausage, which is cured in the sun. It has a red color," Pavlova continues to talk about the mouth-watering legends of Podil cuisine [53].

In Soviet times, chefs from all over the Union used to make a real pilgrimage to the village of Ulaniv in the Khmilnytskyi district [53].

"Local Glafira Dorosh received an order for Ulaniv potatoes. Her dish gained popularity when she started cooking it in local working-class canteens. Nothing special at first glance. A well-washed (not peeled) medium-sized potato is thrown into the hot oil in the pan. The fruits are pre-cut into four parts. If the potatoes are young, fry for 5-7 minutes. So that it was crispy on the outside, and soft on the inside. After cooking, it is taken out, salted and seasoned with garlic sauce. In this form, fried potatoes instantly became popular. A true pilgrimage of cooks from all over the Union reached the village of Ulanov. Everyone wanted to learn how to cook this dish. Now it is offered in all catering establishments [53].

Next to the village of Ulanov is the village of Bily Rukav. And there they make potatoes that bear the same name as this locality. "It is made from local potatoes. This vegetable appeared there earlier than all the nearby villages. It is prepared from small fruits with a lot of greens," notes the gastro guide [53].

Vinnytsia is also famous for cheese made from melted milk, which has a yellow color and the taste of Ryazanka, and cheese, which is still made from cow's and goat's milk.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

"From Vinnytsia came a herring with a large head. After all, in our large spaces, they grew fat enough and large. And also pike roe. Caviar cutlets. But currently, this is a very expensive dish, nowadays pike caviar is more expensive than red caviar. In the Kalynivskiy district, white lumps are salted, which are usually not considered edible because of their burning taste. But the Podolians learned to make a delicate delicacy from them," Pavlova recounts [53].

Vegetarians are interested in Podillia. They go to study healthy food in monasteries. "They have a good understanding of healthy eating there, because they live practically without meat and animal fats. They go there for master classes for those who want to know more about vegetarianism.

Pavlova is currently researching dishes that can be prepared from wild plants. "For example, hemp. She may have a very big culinary future. After all, you can do anything with it. Starting with the so-called "milk" and ending with the famous gurda, with which dumplings were once made. And we don't know how it is done now. Therefore, I am trying to revive it. But to find out the authentic recipe", Olena intrigues at the end.

With the demand for gastro tours, Olena is also developing new routes through Vinnytsia that will diversify the vacation of the most demanding gourmet from any country [53].

What dishes can still be tasted only in our city. In Vinnytsia, a presentation of the city gastronomic map "Delicious Vinnytsia" took place. The publication has a convenient pocket format and is distributed free of charge. Places for connoisseurs of Podil cuisine, architectural monuments, and museums have been marked on the map. This is a new tourist map of the city, on which 38 hospitality establishments (restaurants, bars and cafes) are marked. The publication is folded into a compact pocket format and has a convenient navigation system: the markings allow you to find your way around the city, as well as get information about specialty dishes and contacts of establishments [60].

The purpose of the publication of the gastro map is to demonstrate the variety of Podil cuisine. The target audience of the project is, first of all, Vinnytsia residents,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

who during martial law, due to travel restrictions, can get to know their hometown better: go on excursions, taste dishes from different cuisines. The map was also created for internally displaced persons and guests of the city [60].

A few years ago, it was difficult to recommend to our guests cities that should be visited in order to get a taste of Vinnytsia, said Oleksandr Vesheleni, director of the city's marketing and tourism department. Since then, a certain list of must-eat and must-drink items worth trying in Vinnytsia has been formed: dishes from Podil cuisine, dishes with cherries, sweets, tinctures, Vinnytsia wine or beer. From now on, we have a carefully composed and authoritative publication (online and offline), which can quickly orient lovers of gastronomic experiences. First of all, gastro establishments were added to the map "Delicious Vinnytsia" where you can taste the legendary dishes of Podil cuisine: Ulanivska potatoes, Zinkiv sausage and Vinnytsia lard, borscht with cherry, which is a gastronomic symbol of Vinnytsia. Among the purely local delicacies are Old Vinnytsia soup with veal in dough, forshmak "Yerusalymka", beer soup with porcini mushrooms, beef cheeks with cherries, Podilsky street, manzari with homemade cheese and greens, and even Podilsk-style khachapuri. Establishments with similar dishes were marked in the gastro map with two signs: cherries and a piece of lard. Also, the signature dish, concept, format and average check of the establishment were indicated next to each of the hospitality establishments. In the winter and spring period, the popular direction of gastro tours will be developed. and atmospheric establishments. The development of the gastronomic map "Tasty Vinnytsia" was carried out by the city marketing and tourism department together with the KP "Vinnytsia Tourism Office" and the NGO "Vinnytsia Hospitality Association HlibSil"[60].

The map was printed at the expense of restaurateurs. And it was presented on November 3 in the conference hall of the "France" hotel. Among the invited guests were representatives of hospitality establishments, museum workers, guides and hoteliers of the city. At the presentation, the publication emphasized that the hospitality sector of Vinnytsia, and the restaurant business in particular, is an important component of the economic front. From the first days of the full-scale invasion, Vinnytsia

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

institutions actively participated in the aid, feeding IDPs, soldiers and volunteers free of charge, - emphasized the head of the NGO "Vinnytsia Hospitality Association BreadSil" Inna Kryveshko. Restaurateurs provide work for people and pay taxes to the budget. Therefore, we hope that our new joint product, the "Delicious Vinnytsia" gastro map, will become an additional tool and impetus in their work. Vinnytsia gastronomic map "Delicious Vinnytsia" is the first printed map adapted to the realities of wartime. The gastro map also includes signs about establishments that function as temporary shelters, said the director of the marketing department. It was the restaurants that were among the first to respond to the city council's request to provide additional shelters for residents of Vinnytsia and city guests during air raids. In the selection of establishments, attention was paid to the presence of authentic dishes on the menu, to the atmosphere and level of service. The map also includes architectural monuments and museums [60].

3.4. Ukrainian gastronomy brands

Thanks to new food and drinks, tourists remember their trips more vividly. But most often travelers organize food tours only in cities. Therefore, in order to popularize this direction of tourism in our country, the gastronomic guide "Gourmet Roads. 100 craft places of Ukraine". The mission of the project is the development of gastrotourism in Ukraine and the formation of knowledge about local craft producers. The pages of the guide include 100 local producers of craft products: wine, cheese, honey, beer, meat, vegetables, fruit, snails, oysters. In each of these locations, the traveler can arrange a tour and tasting, get to know the farmers, and see for himself the process of making organic products. Gastroguide is divided into five conditional sections: "South", "Carpathians", "West", "East", "Center and North" [49].

It should be especially noted that the Ministry of Culture and Information Policy of Ukraine together with the State Tourism Development Agency (DART) and Ukrainian chefs have developed a strategy for the popularization of ethnic cuisine in 2022. In particular, the Manifesto on the revival of Ukrainian cuisine, its popularization

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

in the world, the search for new formulas of ancient dishes and the development of domestic gastrotourism was announced. About 30 chefs and researchers will work on the revival of Ukrainian ethnic cuisine [51].

The authors of the manifesto call on all Ukrainian chefs to unite and create a full-fledged Ukrainian gastronomic community, as well as to cooperate with world chefs. Project participants emphasized the need to revive and preserve recipes, techniques, and technologies of Ukrainian cuisine; popularize Ukrainian cuisine among restaurateurs and investors; to support local agricultural productions and help them in their development. During the implementation of the project, it is planned to identify cuisines in certain regions, to form a basket of products and dishes for promotion in the world, and also to launch appropriate advertising campaigns [51].

Today, the tourism industry is one of the most promising sectors of the economy, which can become a stable source of income both for a specific region and for the national economy. Today, gastronomic tourism is one of the promising directions of the development of the tourist services market, a type of specialized tourism related to getting to know and learning about the national traditions of the region - a synthesis of ecology, culture and production. From the point of view of tourism organizers, a gastronomic tour allows you to familiarize yourself with the original technologies of preparing local food products, the traditions of their consumption, the mastery of culinary arts skills, participation in festivals and cultural themed events. All itineraries here are designed taking into account the knowledge of local culture through national dishes. The development of the specified direction in the field of tourism is an important component of tourism activity, which is connected with the development of new segments of the tourist market, new locations for tourism and recreation, with the attraction of new types of resources to the tourist market. Gastronomic tourism is a very promising type of tourism, the potential of which is laid in almost every region. Special attention should be paid to new territories that are in the process of transformation and are looking for a new, alternative to industrial way of tourism development. To develop the gastronomic potential of the regions of Ukraine, it is worth using European and world experience in the formation of an astronomical basket

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

of the best products of the regions. Actually, such a network does not yet exist in Ukraine, it exists in France, where gastronomic tourism has become increasingly popular in recent years. Meanwhile, French gastronomy is recognized as part of the UNESCO world heritage, and we really have a lot to learn from this country in preserving food traditions and positioning ourselves in the international market of gastronomic tours. It is worth highlighting the following possible ways of developing gastronomic tourism in the world, which can be successfully applied to Ukraine as well: development of culinary tourism resources characteristic of certain regions; development of directions with the possibility of receiving numerous tourist experiences, including gastronomic ones; cooperation between private producers of tourist and gastronomic services; application of an effective destination marketing strategy, which includes gastronomic offers, raising public awareness of this type of tourism; increasing self-awareness of the population by promoting local food culture. In the conditions of increasing competition in the field of tourism, each region of the country is in search of unique products, with the help of which it would be possible to differentiate itself from others. In itself, local cuisine is already a platform that contains the necessary resources that can be used as a marketing tool to attract customers, promote cities, regions or even the entire country. Analyzing the prospects for the development of gastronomic tourism in Ukraine, it is worth combining them in several directions: 1) established gastronomic brands; 2) traditional products; 3) gastronomic festivals; 4) organic farming; 5) ethnographic cuisine; 6) concept restaurants; 7) exoticism. Certain regions of Ukraine have well-known gastronomic brands, for example, Nizhyn cucumbers, Poltava dumplings, Lviv beer and Transcarpathian cheeses, Vinnytsia horseradish. However, most of these brands need detailed development programs that would include several stages of promoting the brand to the national and international tourism market. Further promotion of gastronomic brands on the international tourist market will help to increase the demand for gastronomic tours to Ukraine from foreign tourists. High-quality and tasty local products can become the business card of a region or settlement. Ukraine has wide opportunities for the development of the so-called "product" area of gastronomic tourism. Potato farming is

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

a popular activity in Ukraine. The "potato" direction can be used in the development of rural, ethnographic and festival tourism. Another area of development of gastronomic tourism can be meat and dairy and dairy cattle breeding, because this type of activity is quite widespread in all regions of Ukraine due to the existence of a good base of haymakers and pastures. The dairy industry should be developed as part of rural tourism and wellness tourism. Also, the regions of Ukraine are known for their ancient beekeeping traditions. Honey, wax and other products of beekeeping can become a resource base for the development of such types of tourism as rural, medical and recreational, festival and fair, etc. It is worth involving large enterprises and amateur beekeepers in the development of the "honey" sector. Special attention should be paid to the possibility of opening apitherapy centers. Today, wine tourism has become quite widespread, but it needs further development, significant investments and support from the state in order to compete with the wine destinations of Europe. An interesting direction in the development of wine tourism is its combination with Wellness tourism and the creation of oenotherapy centers. The forests of the northern regions of Ukraine and Transcarpathia are rich in wild berries (blueberries, raspberries) and mushrooms. These resources can be used to organize rural gastronomic tourism and be successfully combined with sports and environmental tourism. Experts in the tourism industry call event gastronomic tourism a very promising direction, because interest in gastronomic holidays is growing every year. An example of this can be the experience of European countries, where the number of visitors to gastronomic festivals increases every year by 5-10%. Gastronomic festivals in Ukraine are mainly local in nature, so they need to be presented on the international market. It would be appropriate to support festivals from local administrations and hotel and restaurant enterprises. Environmentally friendly production is quite a popular direction of modern gastronomic tourism. Natural and climatic resources of Ukraine are a good basis for its development. This direction provides an opportunity to develop gastronomic tourism on the basis of fine cuisine restaurants operating according to the "from farm to table" concept. Such establishments dominate the list of the most expensive restaurants in the world. Ethnographic cuisine, first of all, needs the attention of scientists, because the ancient

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

culinary traditions of certain regions of the country can become unique resources for organizing gastronomic tours. This direction makes it possible to familiarize tourists with the history, culture and customs of the local population through the process of cooking and eating food. Tourists are especially interested in the traditions of religious and folk holidays, accompanied by rituals in food and drinks. Concept restaurants are a rather creative direction of the development of gastronomic tourism, which needs professional restaurateurs who could use the local flavor, history and traditions of the regions of Ukraine to create food establishments with an original concept. This direction should be developed within the framework of creation of ostrich, quail, goat, nutria and rabbit farms. This direction of gastrotourism can be combined with rural tourism. Therefore, a country or region can strengthen its advantage in the field of tourism by implementing an innovative policy of creating specific tourist products, ensuring effective specialization in international tourism and effective pricing policy in certain seasons, forming a unique tourist product.

3.5. Directions of gastro tourism development in Vinnychyna

Culinary includes a variety of dishes characteristic of other regions of Ukraine as well. Winemaking is widespread in the southern regions of Vinnytsia. In addition, the Vinnytsia region is also known to lovers of sweets, thanks to the brands "Roshen", "Vatsak", "Sweet Dream", "Vinnytsia Candy" which can offer tourists a visit to their factories and a tasting of chocolate and cakes. The specificity of culinary tourism includes the non-seasonal nature of recreation and it, to one degree or another, is a constituent element of all tours, but, unlike other types of tourism, familiarization with local cuisine becomes the main goal of a culinary trip, and the promotion of local farms producing food products - an integral part of any culinary tour. Trying the culinary legends of Podillia is a modern form of tourism in Vinnytsia [61].

The first steps in the direction of the development of gastrotourism have been laid. So, the project "Gastroguide of Vinnytsia" operates in the region, the main goal of which is to activate the local gastronomic environment, study the peculiarities of

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Podil cuisine, introduce delicious tourist routes and popularize Podil cuisine among city guests. The development of the tourist sphere should be ensured by the modernization and creation of a modern tourist information and navigation system on the territory of the region (marking and marking of tourist routes, installation of information road signs according to European standards, creation of tourist information centers, arrangement of rest, photo and service areas in tourist attractive areas projects). This will increase the level of awareness of Ukrainian citizens and foreign guests about the attractive tourist attractions of Vinnytsia and increase tourist flows. The formation of new tourism products based on new tourist destinations and creative industries will increase the competitiveness of the regional tourism product. The hospitality industry needs professionals with the latest approaches, who understand the demands of consumers and are able to work at a high level. Increasing the level of professionalism of personnel is an important factor in creating a competitive market of quality tourist services in the region. The creation of a system of training and improving the qualifications of tourist personnel of the region (organizers of tourist activities, specialists in tourist support, guides-interpreters, owners of agricultural and rural green estates, employees of hotel-restaurant and resort-recreational complexes, etc.) will increase the level of service and the quality of the provision of tourist services, which will help to increase the number of tourists. Currently, the key issue in tourists' travel choices is their safety, so it is necessary to create appropriate conditions and ensure the implementation of preventive measures by all responsible government bodies, services and businesses. Marketing involves the branding of territories and the active promotion of a regional tourist product to form a sustainable positive image among potential tourists. Promotion of the tourism potential of the region should be diversified for a specific target audience. Promotion of Vinnytsia as a tourist-attractive region through information and sales channels and the creation of high-quality multimedia content are aimed at forming a positive tourist image of the region, expanding the geography of tourist flows, increasing number of domestic and foreign tourists. Consolidation and coordination of the activities of local executive bodies, local self-government bodies,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

subjects of tourism activity, scientific institutions, public involvement will make it possible to ensure the sustainable development of tourism in the Vinnytsia region.

Gastronomic tourism in Vinnytsia has great potential, but it lacks advertising and special training of personnel. Vinnytsia lard has not yet become a tourist brand, there is a lack of an interactive lard museum. There are no places where craft fairs can be held, although there is something to offer tourists, for example: sweets, honey, Vinnytsia horseradish and pickles. There are no gastrofestivals with local cuisine. Manufacturers of craft products do not yet see restaurants as sales platforms for their products. Zinkiv sausage is offered. Zhmeryn shrimps and snails will develop. Tymanivka porridge is served on the registered geographical name and intangible cultural heritage, as well as Ulanivka potatoes, White Rukava potatoes, Pohleshchensky cabbage, dumplings with salty cheese. [52] One dish with different names - bodza, salaban, badzonya, prepared in large cauldrons, can become a tourist attraction. Verenets is a fermented milk product. Ivanovska sausage is a dried sausage. Mandzari. Roast in the Bardesh style. All this, with the right promotion and interesting presentation, can become a gastronomic magnet of Vinnytsia.

Gastronomic (culinary) tourism can become another component of Vinnytsia's attractiveness in view of the ethnographic and event resources of our region. Today, gastrotourism is one of the most promising areas of domestic tourism, as it contributes not only to the popularization of individual regions, the cultural enrichment of people, the patriotic education of young people, but also to the solution of national problems related to the employment of the population, the opening of enterprises, the creation of additional jobs, socio-economic development of individual regions.[46] One of the promising directions for the development of gastronomic tourism is cheese tourism - a specialized type of tourism that introduces travelers to the national traditions of cheese-making, the culture of cheese consumption, the preparation of local dishes with cheese, the traditions of their consumption, and mastering the skills of the art of cheese-making during master classes [45].

In Ukraine, cheese-making traditions are most vividly represented in the western regions, in particular in Transcarpathia, Lviv Oblast, and Bukovina. However,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

taking into account the current state of development of the dairy and cheese-making industry of Vinnytsia region, the potential of cheese-producing enterprises, the emergence of numerous craft farms-cheese factories and the support of local authorities, there are favorable factors for the development of cheese tourism in Vinnytsia region as well. Therefore, the possibilities of cheese making as a promising direction of gastrotourism in Vinnytsia need a comprehensive study.

Such scientists as: V.A. Slivenko, D.I. Basyuk, V.V. Kornilova, H.G. Vishnevskaya, L.V. Parii, T.V. Semko. and other scientists. The purpose of the work is to study the current state of cheesemaking in Vinnytsia, its opportunities for the development of cheese tourism in the region, and the determination of promising directions of development in order to create a competitive product on the domestic tourist market. According to the Tourism Development Program in Vinnytsia Oblast, the tourism industry is becoming increasingly important for the development of the economy and social sphere in Vinnytsia Oblast. Vinnytsia has all the prerequisites for the intensive development of domestic gastrotourism [47].

For the development of cheese tourism in the Vinnytsia region, there are suitable enterprises, farms, green estates that can be (or already are) potential providers of tourist services, namely: - visiting private cheese factories with a tour of halls with professional equipment; - demonstration of ancient recipes brought to life with the help of modern technologies; - tours to the cellars where the cheese is matured; - master classes on the preparation of traditional national dishes, which include cheese; - educational meetings with a cheese sommelier (fromagerie); - participation in culinary festivals and thematic ethno-events [47].

In Vinnytsia, for the second year in a row, the festival of young wine "Bozhe Leje" is held, within the framework of which local cheese factories and craft cheese producers are presented, regional wines and cheeses are tasted. TOB "Aversa-Ukraine" has been successfully operating on the Vinnytsia cheese market for 15 years [45]. Here, cheese is made exclusively according to Italian technology. The well-known Italian technologist-cheesemaker Maurizio Percuoco works at the enterprise, thanks to which such famous cheeses as mozzarella, cachocavallo, cachota and ricotta are produced. The

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

owner of the cheese factory dreams of his own farm, bring buffaloes to Vinnytsia. Cheese from such milk is made in the Italian region of Campania [46].

In the village of Mukhivtsi in Vinnytsia, there is a farm created by Serhiy Dovhy, where dairy products are produced using Israeli technologies. The farm produces more than thirty types of products in small batches. One of them according to the Cypriot recipe is halloumi [45]. In the original, it is made from a mixture of goat's and sheep's milk, but in Vinnytsia they learned to make it only from cow's milk. Another object of cheese tourism is the Koza Chka craft cheese factory, located in the Vinnytsia region. The owner of the cheese factory, Tetyana Dyadechko, calls it a creative gastro workshop, as she constantly experiments with the tastes and textures of cheese. Today, "Koza Chka" has its own workshop, which prepares young cheeses, original cheeses with blue mold and cheeses aged for 3-6 months, including fresh cheeses with herbs, soft cheeses with white mold and cheese balls in oil. In parallel with the production process, "Koza Chka" conducts training courses on cheese making, where practical knowledge is shared with all those who are interested. Thus, the study of the possibilities of cheese making as a promising direction of gastrotourism in Vinnytsia region is of great importance in the context of the prospect of Vinnytsia Oblast becoming a region with a developed tourist infrastructure and a quality tourist product [44].

The tourism office of Vinnytsia became operational in February 2022. The basis for its activities will be the renamed and reorganized KP "Vinnytsia History Center", which after the creation of a separate communal institution in the field of culture, the Vinnytsia Museum, will be transferred to the management of the city marketing and tourism department of the Vinnytsia City Council [62].

Among the primary tasks facing the new structure are the promotion of tourism products of Vinnytsia in the new season, the launch and operation of the Tourist Hub in accordance with international standards, the provision of informational and organizational support for various types and forms of tourism, the introduction of a tourist card and the development of existing and new exhibition projects.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The series of gastro tours with the trip "Delicious Vinnytsia. Jewish flavor" on the route Vinnytsia - Shargorod - Zhmerinka. It will surprise even the most demanding gourmets, and it is not only about traditional Jewish cuisine. First, the participants will visit the former Jewish shtetl - Jerusalem and have breakfast in the historical pub "Horse in Gas Mask". In Shargorod, they will visit the oldest synagogue in Ukraine, and also learn how auctions and three fairs a year turned a small Ukrainian town with an ancient history into a large trade center with developed crafts. The next trip is "Delicious Vinnytsia" [62]. Moldavian flavor". Excursionists can also enjoy Vinnytsia-Moldovan cuisine: mummy with cheese and the main delicacy of the trip - fried Dniester crucian carp in sour cream with aromatic Moldovan wine. Everything will start in Vinnytsia with a breakfast of vertuta and coffee. And then the tour participants will visit Murovnyh Kurylovtsi, formerly known as Churylovtsi, where a palace with elements of the castle, a park, and a spring of mineral water have been preserved near the village. In Mohyliv-Podilskyi, you will see picturesque views of the Dniester River and learn how the border location brings its highlights to the local cuisine, architecture and culture. And in the village of Lyadova you will see a stunning panorama of the valley and a rock monastery above the Dniester. The trip that became a real hit this summer and continues to gather connoisseurs of meaningful and interesting recreation in the fall - "Noble Vinnytsia. Matrix. Reboot" [62].

The main goal of the adoption and implementation of the Tourism Development Program of the Vinnytsia Region for 2021-2027 is to create a coherent and effective system aimed at developing a competitive tourism product and ensuring, on this basis, the comprehensive development of the territorial communities of the region, their socio-economic growth under the condition of rational use and preservation of ecological balance, historical and cultural heritage, recreational resources, etc. Effective use of the tourism and recreation potential of the region can become one of the main sources of filling the budgets of the territories, increasing the level of employment of the population and ensuring the growth of its incomes. In addition, the development of a number of tourist and excursion routes will allow to harmoniously combine attractive conditions of rest and travel to fully satisfy the needs of the most

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

demanding tourists. Also, the issue of effective use of natural recreational resources needs a priority solution. World practice proves that income from tourism, provided the recreational potential is effectively used, can become the main source of filling the budget of territories, and at the destination level, it can increase the level of employment of the population and ensure the growth of its income. The development of a number of tourist and excursion routes will allow to harmoniously combine attractive conditions of rest and travel to fully satisfy the needs of the most demanding tourists [58].

Little known is the fact that 80% of products for high gastronomy are produced in Ukraine, starting from truffles, oysters and ending with sturgeon fish, black caviar and so on. It may be of interest to professional restaurateurs. But ordinary people are hardly interested in this, because our gastronomic culture is at a low level.

Gastrotourism can be developed in all regions of Ukraine. Each of them presents unique local dishes and drinks. In addition, they are able to attract tourists not only with cooking, but also with the cultural heritage of our people. Expected results include the growth of inbound and domestic tourism, the extension of the tourist season, and stimulation of the development of small and medium-sized businesses. Ukraine has everything for the development of gastrotourism - farms, wineries, history, sights. There are also enthusiastic people who are constantly developing gastrotourism, investing heavily in the creation of interesting locations that can confidently compete with many similar European facilities. But for the successful development of tourism, first of all, it is necessary to create a favorable business climate in Ukraine, which will make it possible not only to develop the tourism business as quickly as possible, but also qualitatively.

Chapter 4. Historical monuments of Vinnychhyna in the tourist sphere of the region

4.1 Status of protection and preservation of architectural objects of Vinnychchina

At different times, castle and palace construction became widespread on the territory of Vinnytsia. Given the current state, features of use and the level of popularization of monuments, a serious problem today is the awareness of the historical and architectural value of the castles and palaces of the region.

Castles on the territory of the region were built in the pan-European context of the development of defensive structures, and underwent the same evolution as European fortifications. The situation is similar with palace construction, which became the realization of pan-European trends in architecture on the territory of Vinnytsia. A feature of the region is that objects of architectural art appeared in small, often remote settlements. According to rough estimates, there were more than 60 castles at different times, today there are only 7 fragmentarily preserved or in a state of ruins, of which 3 are not used in any way and therefore may add to the list of missing objects in the near future.

From horse 18th century palace construction, which developed until the beginning of the 20th century, is gaining popularity. During the century, architectural monuments were used for current needs, which meant the transfer of buildings to schools, medical and health facilities, administrative institutions and even warehouses.

According to the latest research, there were more than 150 objects of palace architecture, of which less than a third have survived to this day. One of the possible options for implementing this is the integration of objects into the tourist and excursion sphere. Since the awareness of its importance plays one of the key roles in the preservation of the historical and cultural heritage, the process of integration into tourism requires that both the local population and potential tourists must understand the full value of the object that is the basis of the tourist product. In this study, we

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

attempt to record the role and significance of the objects of castle and palace heritage in the history of the region, to trace the change of their functions in the dynamics of the historical process.

A comprehensive study of castles and palaces as potential tourist resources requires their further comprehensive study. The process and features of the construction of castles on the territory of Vinnytsia region are insufficiently covered in the literature, represented by separate works of researchers. More attention was paid to the history of palace construction, a number of monographs and scientific articles were devoted to the topic. The protection of castles and palaces of the region was almost always considered in the general context of the formation and development of the monument protection system, to a lesser extent there is information about specific objects. A separate, albeit insignificant, place is occupied by research on the integration of cultural heritage objects into tourism. In general, the topic is not sufficiently covered in the scientific literature, and requires further in-depth and generalizing research.

One of the aspects of studying castles and palaces as tourist objects is the analysis of the reasons for their creation, features of construction and functioning in the context of the history of the region.

For the territory of Vinnytsia in the XV–XVIII centuries. was characterized by the presence of a significant number of defensive structures, which played a key role in the emergence and development of settlements. The castles of the region were truly military, because they constantly took the blows of Tatar raids. To this day, almost no castles have been preserved, so it is worth determining the main factors due to which these buildings lost their defensive purpose and subsequently fell into disrepair.

Starting from the end of the 18th and the beginning of the 20th century. the construction of palaces and palace-park complexes is gaining significant popularity in the territory of Vinnytsia. Manorial residences appear throughout the territory, often on the site of or near old castles. In the section, we will consider the history of palace construction on the one hand in the context of socio-political changes, and on the other hand, in the context of changes in trends in European architecture.

Summarizing, it is possible to single out several options for the development of

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

events after castles ceased to play a key role in the existence of settlements. The first is the gradual decline and destruction of buildings. The vast majority of castles in the region suffered exactly this fate. This factor is important in the modern perception of the significance of the defense structures of Vinnytsia, because the objects that played an important role in the history of the region, today remain outside the attention of the general public. The situation is somewhat different with the widespread practice of rebuilding castles into palaces [63]. This, first of all, concerned castles that were in private ownership. For example, Ivanivsky Castle in the village of Ivaniv or Pyatnychansky Castle in Vinnytsia.

The peculiarities of palace construction in Vinnytsia were influenced by two main factors: the socio-economic status of the palace owners (great nobility and nobility) and general trends in the development of European architecture. Therefore, we will consider the creation of specific objects in these two contexts. The prerequisite for the creation of palace complexes was the accumulation of land holdings in the hands of individual Polish owners. Polish magnates, following the European fashion, built classicist ensembles, which consisted of a palace surrounded by a park, a temple and various farm buildings. Foreign architects (D. Merlini, O. Lacroix, L. Hedon, etc.) were often invited for construction. Large parks with rare trees, sculptures and pavilions reflected the level of wealth of the owners. A significant part of the parks was created by famous masters of garden and park art, including D. Mikler, P. Lenro, L. Metuel. Only on the territory of Ukraine, Mikler arranged more than 40 parks, including a number of parks of the palace and park complexes of Eastern Podillia [64]. As a rule, the park was laid together with the beginning of the construction of the palace.

A composition consisting of the main building in the center and two side wings connected by galleries, all together forming a front yard, was common. The palace facades on the front and park sides were different. It was a period of truly magnificent and rich palace complexes, few of which have survived in the territory of Vinnytsia to this day: the palace in Voronovytsia (1770), the small (1775) and large (1782) palaces in Tulchyna, the palace in Ivanovo (1780), the palace in Pyatnychany (1770).

At the beginning of the 19th century the Vinnytsia estates owned by the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

grandfathers are fragmented: the inheritance of Stanislav Pototsky was divided, the owners changed as a result of buying and selling. In general, trends towards the disappearance of large latifundia were observed on the territory of Eastern Podillia. This had a corresponding effect on the palaces built in the first quarter of the 19th century, which are no longer as large-scale as the monuments of the end of the 18th century.

A significant part of objects with exceptional historical and cultural significance was lost. It is necessary to develop a methodology for adapting preserved monuments to use in cognitive tourism, which will ensure their rational use, because objects that are not used in any way will undergo destruction. Of those that have survived to this day, about 16 have turned into ruins and continue to decay. Among the immovable objects (palaces and castles) of Vinnytsia that have been preserved to this day, 26 objects are monuments of national significance, 20 are of local significance, and 3 do not have any status. Two palaces in the village Kozyntsi and the palace in the village. Nosykyivtsi do not have any status as an architectural monument and are not protected by law. The preserved monuments of castle architecture include:

- Khmelnytskyi Castle. The tower has survived to this day and needs to be restored and restored. There is a local history museum in the tower.

- Castle in Bush. Only the tower was preserved from the castle, as it was restored in 2008. Today it is part of the state historical and cultural reserve "Bush" [65], integrated into cultural and educational tourism.

- Bar castle. The remains of the fortifications survived. The walls have been preserved in a condition that allows the attraction to be adapted to the needs of tourism. Active work is underway to integrate the monument into the life of the community.

- Castle in Ozarintsy. Ruins remain, it continues to crumble.

- Castle in Shargorod. In ruins, continues to crumble.

- Cherlenkiv Castle. The remains of the tower survived, in 2008 there was an unsuccessful attempt at reconstruction, it is not used today.

- Castle in Murovany Kurilivtsi. The preserved walls, rebuilt as a palace, are used today as a boarding school.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- Ivanovsky Castle. Rebuilt as a palace, the towers have been preserved, one of which is half-ruined.

In most of the palace complexes of Vinnytsia today, there are educational or medical and health facilities, which is the cause of structural changes and redevelopment and does not contribute to the physical preservation of ancient buildings [66].

Often, the architectural monument does not meet the needs of the institution in terms of its capacity, location, energy saving, etc. Therefore, if possible, it is more rational to build new premises that functionally meet the requirements of the institution that will be housed in them. At the same time, the palaces begin to be empty, because their maintenance requires significant costs.

Such objects include the classicist palace of the Chatskys in the village of Serebryntsi. It is a monument of architecture and urban planning of national significance. The palace has all the typical problems for monuments of this type in Ukraine. This is the location in the countryside, adaptation during the Soviet times to economic needs without taking into account the artistic and architectural value, the absence of any restoration work. Today, the monument is not involved in social and cultural activities.

The palace was preserved in Soviet times thanks to the fact that it housed at different times a kindergarten, a village council, a collective farm board, a post office, a library, and an administrative building of a collective farm. After the collective farm collapsed, no new use was found for the palace. Even at the end of the 80s of the 20th century, partially preserved interiors remained: stucco ceiling decoration, which was unique in each room, patterned parquet and the Marble Hall. Part of the stucco is hidden under a thick layer of lime. In 1993, restoration work began with the prospect of creating a museum of Chatsky and a palace of solemn events. The works were not fully completed, but thanks to the fact that the roof was covered, the palace somehow survived until now. Today, only a few rooms are used as the premises of the village council and the library, the rest of the palace is in a dilapidated state. Windows and doors are broken, there is no heating, the ceiling between the floors is destroyed.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Buildings are used without regard to their cultural value. The palace in Nemyrov is a part of the sanatorium, there are medical offices in the palace. The palace in Tulchyn is used by a school of culture, the palace in Murovnyh Kurylovtsi today houses a boarding school. This way of using palaces often becomes an obstacle on the way to their use in the field of cultural and educational tourism, and in some places it completely excludes this possibility. The palace in Antopol uses a psychoneurological boarding school, the palace in Tymanivka is a tuberculosis sanatorium. Tourist access to these objects is limited. Among the palaces that have the status of monuments of national importance, there are also those that today are difficult to use in any way. Landmarks in Serebryntsy, Napadiivka and Andrushivka are in ruins and need serious restoration [67].

4.2 Castles and palaces of Vinnychina in the tourist industry

One of the main reasons for the unsatisfactory state of monuments is the low level of their value in the eyes of society. Researchers include the following as the main reasons for the fluctuation of cultural value over time:

- insufficient knowledge of history;
- difficulty for the local population to realize their connection with the cultural monument;
- deliberate rejection of connection with certain historical eras, associated with social and political circumstances (which was characteristic of the legacy of the landlords in the Soviet Union) [68].

For effective use of castles and palaces, it is necessary to carry out complex restoration works. According to the "International Charter for the Protection and Restoration of Immovable Monuments and Places of Interest" (Venice Charter, 1964), restoration is considered as a protection measure, the main purpose of which is to preserve and reveal the artistic and historical significance of the monument [69].

One of the modern methods designed to promote the restoration and preservation of the historical and cultural heritage is revitalization, which consists in increasing the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

functional significance of the monument by reproducing lost or providing new functions that should not disturb the traditional character of the environment. [70]. Any work with monuments of cultural and historical significance brings with it many challenges. Revitalization involves preserving the authentic appearance of the building and at the same time adapting it to new conditions. Carrying out revitalization in one way or another helps to save the historical and architectural monument from destruction. Since restoration, firstly, is not always possible, and secondly, monuments often disappear without waiting for it [71].

Researchers involved in the development of revitalization management measures distinguish the following types of revitalization: spatial, social, cultural, economic. The essence of revitalization is defined as complex technical, social and economic actions aimed at restoring the lost purpose of the monument and ensuring the redevelopment of some premises for modern needs⁴⁴⁵. After analyzing the successful revitalization of abandoned monuments of castle and palace construction and with the aim of helping to actualize or create a cultural space around the object, we identified the main steps combined into a road map:

1. Community formation around the attraction

At this stage, an initiative group is formed and the nearest plans for the monument are approved. After that, a campaign begins for the maximum dissemination of information about the object, its history, value and benefit that rational use can bring to the community. The attention of the local authorities and mass media is attracted, and social networks are actively used.

2. Preparatory works

After the announcement, the initial cleaning and tidying up of the facility and the surrounding area is carried out by volunteers. Since most monuments are located in rural areas, cleaning can be done in several stages and take a considerable amount of time. It is forbidden to independently carry out excavations, change the layout of the building or start restoration activities, as there is a high probability of damaging the object. After arranging the territory, it is necessary to inform the public about the work done (publications on social networks, articles in local periodicals, etc.).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

3. Study of the monument

Professional researchers of various fields are involved in the study of the monument: historians, architects, if it is the ruins or castle grounds - archaeologists. This stage is characterized by a comprehensive study of the history of the monument, its architectural features.

4. Creation of cultural space

Further plans for the object are determined on the basis of the conducted research. At this stage, it is important to closely cooperate with local self-government bodies, to integrate plans for the use of the monument into regional and regional legislative documents. Carrying out large-scale restoration or restoration works requires significant financial costs, which can be funds from regional, city, village budgets, funds from local residents and entrepreneurs. It is important to apply for participation in EU grant programs.

At the same time, the attraction is integrated into the social, cultural or tourist spheres. Excursions are organized using the information obtained as a result of the conducted research. As a result of the revitalization, the monument acquires new functions and meanings, thematic evenings related to the historical figures of the owners and their guests, exhibitions of works of local artists, festivals, concerts and other cultural events can be held on its territory⁴⁴⁶.

Such a roadmap has two important aspects:

1. The stages do not replace, but complement each other. For example, active dissemination of information about the attraction should take place at all stages, not only at the first and second. Research does not stop at the fourth stage, moreover, part of the profit from the use of the monument should go to refinancing, deepening knowledge about the object.

2. The order of stages is not static, for example, if the object has already been studied by scientists, then the initiative group starts working, taking into account the available scientific material.

First of all, this approach can be used to restore monuments that are not used in any way and are decaying. Among the castles are objects in Ozarintsy, Selyshchi,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Shargorod, among the palaces - in Vyshcheolchedayev, Obodivka, Napadivka, Bilichyna, Bugaivka, Nosykyvka.

Currently, one of the most successful measures in Vinnytsia region is the restoration of the ruins of the Bar Castle, which was not used for a long time and was falling into disrepair. On the territory of the castle there is a park and soldiers' burials, the castle walls were heavily overgrown and in a neglected state until recent years. Active work began in 2019, the initiator of the integration of the castle into the social and cultural sphere of the city was Ihor Lozinsky. Pages in social networks were created for communication with interested citizens. First of all, a number of polls were conducted with the involvement of volunteers, as a result of which it was possible to clear the outer walls of the castle. This made it possible to outline the perimeter of the building, it became possible to visually see the scale of the castle and its state of preservation. Information about the current state and plans was actively disseminated in local mass media and social networks. An important stage on the way to the restoration of the monument was the creation of the charity fund "Bar Castle. Revival" in the same 2019. In recent years, research on the castle has intensified, new data is emerging that helps to cover the white spots in the history of the attraction. In 2020, an expedition of the Protection Archaeological Service of Ukraine and the state historical and cultural reserve "Medzhibyzh" carried out architectural and archaeological research of the castle.

Destructive processes regarding the region's castles began even before the 20th century. and continue to this day. This is partly due to the objects losing their original functions, partly due to the inaction of authorities. In the 20th century preserved castles or their parts were used for current needs, and the territory of the castles was plowed up by local residents for gardens. The palaces suffered significant destruction during the revolution of 1917, which was accompanied by the massive destruction of the landlord's property.

The UNR's activity in the field of monument protection was aimed at preserving the remaining palaces, their libraries and collections. Usually, low-educated sections of the population engaged in robbery. Some public figures (Shcherbakivskyi,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Dubrovskiy) understood the importance of architectural structures and even tried to justify the need for their protection. It is especially worth highlighting the Podil Society for the Protection of Cultural and Historical Monuments in the city of Vinnytsia, whose activities were aimed at saving the palaces and, above all, the historical and cultural values that were in them.

Under the Soviet government, the real preservation of objects was not so much a state policy as an active position and activity of regional monument protection organizations. Among them is the Study Cabinet of Podillia and especially the Vinnytsia regional organization UTOPIK, whose sphere of activity included the entire range of measures for the protection, preservation and restoration of monuments. The external appearance of the building, which is characterized by a number of layerings from the Soviet period, is problematic. Of course, this negatively affects the aesthetic appeal of the object.

Popularization of monuments helps to shape the value of cultural heritage in the eyes of society. Inclusion in social processes and functional adaptation of objects today is an important factor in their preservation. Successfully integrated into the life of society, castles and palaces will play an important role in the process of historical knowledge, will contribute to the formation of national and cultural consciousness among the population.

4.3 Prospective use of architectural objects in the development of domestic and international tourism

The analysis of the history of the objects of castle and palace architecture, as well as the state of their preservation and current use showed that, despite their significant historical and architectural value, the monuments are used completely irrationally. As the experience of the 20th century proves, sooner or later this will lead to the destruction or destruction of objects. With this in mind, we suggest considering the integration of castles and palaces into the field of tourism as an opportunity for their preservation and popularization.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The field of tourism is characterized by the fact that it provides socio-economic development, job creation, poverty reduction, and helps to increase the level of well-being among the population. As of 2019, travel and tourism was one of the world's largest sectors, accounting for 10.4% of global GDP (\$9.2 trillion), 10.6% of all jobs (334 million), responsible for creating one in four of all new jobs in the world. The COVID-19 pandemic caused significant damage to the industry, whose share in global GDP fell by 49.1%, and both domestic and international tourism fell by more than half.[72] At the same time, rapid recovery of the industry can be seen in 2021. Restrictions on leaving Ukraine have intensified domestic tourism, which is accompanied by the search for new tourist facilities within the country.

The advantage of tourism is the possibility of local development. This advantage became especially important in Ukraine after the decentralization reform. Communities can organize and integrate existing historical and cultural attractions into tourism. This should not only provide additional funding, but also protect cultural heritage sites from destruction. Popularization of local attractions in the future will help to attract investments, expand the scope of tourism, and improve the economic development of a separate territory.

On the territory of Ukraine, organized forms of tourist-excursion activity existed since the beginning of the 19th century, but they were not of a mass nature, they were interesting and accessible to the educated and privileged sections of the population. One of these trips in the early 80s of the XIX century. described on the pages of the magazine "Kievskaya starina" by Kateryna Antonovych-Melnyk. According to the definition of the author herself, it was "a trip in the status of tourists with the purpose of getting to know the region." During their stay on the territory of Vinnytsia, travelers came across palaces and the remains of defensive fortifications. In the village of Nemia, attention was drawn to the park in which the owner's house was located. In Mogilev, travelers found the reconstruction of the two-story stone palace of the Potocki family and assumed that it was located on the territory of the former castle⁴⁵⁹. In the village Bronnytsia was the site of the Wittgenstein palace, surrounded by gardens, a park and a forest. An interesting fact is that the Wittgensteins built decorative castle

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

ruins next to the palace, which were a tower with loopholes and walls. Travelers upon entering the village even decided that these were the remains of a real castle. In the village of Busha, at the confluence of the Murafa and Bushka rivers, the remains of fortifications could be clearly traced on the mountain, part of the territory of which was inhabited by peasants.

Until the beginning of the 20th century, school and student excursions, which performed an educational function for young people, became common. During the period of the Ukrainian Revolution of 1917–1921, tourism and excursion activities began to be aimed at raising Ukrainian national consciousness. At that time, considerable attention was paid to the development of the excursion business, in March 1918 the Excursion Department was created under the Department of Extracurricular Education of the Ministry of Public Education, whose efforts were directed to the creation and development of the system of excursion activities, personnel training, and the development of excursion routes.

The development of the local history movement at schools ensured the interest of young people in the history of their region and was a means of popularizing the historical and cultural heritage. For example, in the city of Bar, students conducted excursions to the remains of the fortress and took part in clearing its ruins.

For example, let's analyze information about some settlements through which the routes recommended by the regional children's excursion and tourist station passed in 1957. A total of 12 routes were proposed. In the comparative table, information for tourists and information about the presence of ruins of castles and palaces in the settlement are provided in the routes. As you can see, the monuments of castle and palace architecture, if they were included in the tourist routes, were absolutely not described as monuments of history and architecture.

Table 1

Tourist facilities on the route

Settlement	Tourist facilities on the route	Castles/palaces as tourist attractions
Selyshche	settlement of the Trypil culture period	remains of the castle of the 16th century. with the ruins of a hexagonal tower
Brayiliv	the remains of the house where the composer P. Tchaikovsky lived	the classicist palace, which was built in the second half of the 19th century. Carl von Meck P. Tchaikovsky visited the palace at the invitation of Nadia von Meck
Voronovytsya	the secondary school building, in which O. Mozhaiskyi lived from 1869 to 1876	a classicist palace built by the Groholskys at the end of the 18th century
Nemyriv	birthplace of Nekrasov, from 1856 to 1858, Marko Vovchok lived here	the neoclassical palace of Princess Shcherbatova, built at the beginning of 20th century
Dashiv	battles of Ukrainian peasants and Cossack units of M. Kryvonos with Polish troops took place in the village in 1848.	the classicist palace of the Potocki of the 19th century.
Tymanivka	Suvorov house-museum, collective farm	neo-Gothic palace, built in the first half of the 19th century.
Busha	the remains of the fortress of the XVI–XVII centuries.	remains of the castle of the 16th–17th centuries, a preserved tower

Today, the tourism industry in Ukraine is mostly focused on the domestic market. This is due to a number of factors: outdated Soviet infrastructure, which was aimed at tourists from the USSR republics; insufficient development of the transport network; lack of strategy and tourism marketing. Tourism in Ukraine has not yet become a leading branch of the economy. The prices do not correspond to the level of service. Increasingly, Ukrainians prefer vacations abroad. According to the data of the State Statistics Service of Ukraine, outbound tourism significantly outweighs domestic tourism.

According to the State Statistics Service, revenues from tourism in the Vinnytsia region were constantly growing in the years before the COVID-19 pandemic. Most tourists visited Vinnytsia. Quarantine restrictions on travel abroad during 2020-2021

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

have created greater demand for domestic tourism.

As a result of the analysis of the data of this study, we singled out the main provisions related to the prospects for the development of tourism in Vinnytsia [73].

- Almost half of the respondents never travel to Ukraine or do it once every few years or less often;

- In the category of respondents aged 60+, more than half never travel or do it once every few years or less often;

- 71.3% of respondents consider Ukraine attractive for tourism;

- 47.0% of respondents who had a vacation in 2021 spent it at home; 24.9% within their region; 27.2% in another region;

- Most often, Ukrainians chose Odesa, Lviv, Kyiv, Ivano-Frankivsk and Zakarpattia regions for their vacations. Vinnytsia region ranks 14th, its share is 2.1% (of the total number of vacationers);

- Among those who planned a vacation in 2021, there is a dependence of travel on the level of income;

- 53.1% of those who planned a vacation in 2021 intended to spend it in Ukraine; of them, 26.5% — at home, 23.7% — within their region, 44.5% — in another region;

- 2.8% of respondents would like to spend their next vacation in Vinnytsia region;

- The main type of recreation in Ukraine is recreation in nature or at sea; 7.9% of respondents prefer exploring cities;

- Most often, the purpose of a vacation is a beach vacation, visiting relatives, treatment, mountain vacation and ecotourism, visiting cultural events;

- 33.1% of respondents travel in Ukraine by their own car, 32.6% by regular and scheduled buses, 19.5% by rail transport. Less than 1% travel by plane and sea or river transport.

As we can see, large tourist flows are mostly directed to the Black Sea coast, the Carpathians and the large cities of Ukraine. Vinnytsia region, despite a significant number of historical, cultural and natural monuments and sanatoriums, today does not belong to the regions with a high number of tourist visits. Analysis of the results of

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

"Tourism Research in Ukraine" shows that there is a demand for domestic tourism, city research, and event tourism in Ukraine. Due to the coronavirus pandemic, Ukrainians who cannot travel abroad are ready to travel in Ukraine [74].

From the point of view of accessibility and logistics, the Vinnytsia region has a very favorable position - in the central part of Ukraine. It borders seven oblasts of Ukraine. The territory of the region is covered by an extensive network of intercity and international bus routes. "Research on tourism in Ukraine" showed that more than 65% of Ukrainians choose automobile routes when traveling in Ukraine. Palace complexes and castles of Vinnytsia are mostly located in rural areas and small towns. The condition of road surfaces can often be a major obstacle to creating a competitive tourism product. According to the government program that started in 2017 and the presidential program "Major construction" in the territory of the region, the M30 and M12 roads of international importance were repaired, and in 2021, the R-07 road was repaired. All castles, 12 palaces, which are architectural monuments of national importance, and 7 palaces, which are architectural monuments of local importance, are located on these highways or nearby (within 20 km). However, today many regional roads still need to be repaired, which prevents the use of historical and cultural monuments in the tourism sphere. Another obstacle to comfortable travel by car is the lack of modern European-style road signs that would inform that an attraction is nearby.

In addition to highways, the Vinnytsia region has convenient rail connections. Night and high-speed trains run through Vinnytsia, including international trains. Vinnytsia station carries 1.3 million passengers every year

An important criterion for the prospects of attracting castle ruins and palaces to the field of tourism is their inclusion in regulatory documents related to the development of tourism in the region or individual regions. This indicator demonstrates the interest of the authorities in the integration of the monument into public life, increases the chances of state funding and management of the object. [75]

To date, strategies for the development of tourism in the city of Vinnytsia and Vinnytsia region have been developed. The Vinnytsia City Council established a city

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

marketing and tourism department. All local self-government bodies are recommended to develop tourism development programs for their localities. Today, the Vinnytsia region is just beginning to take shape as an attractive area for business, gastronomic, cultural, educational, ecological, and educational tourism.

At the oblast level, first of all, it is worth analyzing oblast tourism development programs. In the "Tourism Development Program in the Vinnytsia Region in 2017-2020s." it was planned to conduct tours for representatives of the mass media in order to popularize the routes. Among others, there were routes with settlements where palaces and castle ruins have been preserved: "Vinnytsia - Brailiv - Shargorod - Hybalivka - Iosafatova dolina - Murafa - Vinnytsia".

"Vinnytsia - Lyadova - Busha - Vinnytsia" and "Vinnytsia - Khmilnyk - Bar - Gayove - Vinnytsia". In the program for 2021-2027, cultural and educational tourism is defined as one of the most developed and promising. The advantage of this program, compared to the previous ones, is the very mention of castles in the context of tourism development. The tower in the city of Busha is mentioned separately. On June 3, 2021, the tourist brand of the Vinnytsia region, designed to promote the development of the industry, was presented.

The program for the development of tourism in the Vinnytsia region for 2021–2027 foresees the need to create a competitive tourist product and develop tourist routes. One of the priority areas of tourism development in Vinnytsia region is cultural and educational tourism. This is due to the rich potential and the presence of numerous monuments. At the same time, the program itself mentions only in general terms that the territory of Vinnytsia is rich in castle ruins and palace complexes. A few of them are briefly mentioned, and it is not entirely clear what criteria the authors of the program chose these objects for.

In the "Vinnytsia Tourism Development Strategy until 2030. Vinnytsia City of Ideas" it is noted that all types of tourism are a priority for development. At the same time, it is recognized that today a number of factors stand in the way of attracting tourist flows to the city. Low level of development of urban tourist transport. Lack of places for parking tourist buses. Museums and tourist magnets of the city are not working at

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

full capacity. The most visited locations do not have a sufficiently developed tourism

Today, the tourist market offers tours of the castles and palaces of Vinnytsia from other cities. For example, from Kyiv there is a one-day tour "Noble Heritage of Vinnytsia", two-day "Vinnytsia Fountains and Palaces of Vinnytsia", "Mysteries of Podillia and Haydamatsky Gorge", from Lviv - three-day "Palaces of Vinnytsia and the City of Ideas". All excursion trips organized from other cities mostly cover only some objects: the city of Vinnytsia, the palace in Voronovytsia, the palace in Nemyrov, the palace in Tulchyn, the palace in Stara Pryluka, the Bushatsky reserve.

Analyzing regional development programs, we suggest, for example, to consider the city of Khmelnyk. First of all, it is worth paying attention to the presence of a community marketing strategy until 2027, which significantly increases the chances of successful implementation of local projects and their popularization. A program for the development of culture and tourism for 2022-2026 was also adopted, the purpose of which includes, in particular, ensuring access to the cultural heritage, which includes the castle tower and the palace. Since access to the object does not yet mean the interest of potential visitors, a number of measures should be taken to improve the visual condition, improve the information load and promote the attractions. For this purpose, the program provides funding for improving the material and technical base of the museum.

Another promising direction is the development of event tourism, which combines recreation and visiting cultural events. The holding of various festivals, exhibitions, concerts and fairs is becoming more and more popular in the world and in Ukraine, attracting more and more tourists every year. A number of unique festivals, including international ones, are held in the Vinnytsia region. However, there are quite a few tour operators in Ukraine who specialize in domestic tourism or organize trips to such festivals. Today, the following festivals are held in the region:

"BarRockCo" is a rock music festival in the city of Bar, which combines classical and modern art. One of the locations of the festival is the ruins of the Bar Castle. The symbol of the 2020 festival, which was postponed due to the pandemic, was the Queen of Bona Sforza. As part of the festival, various fairs, motor races, art exhibitions,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

thematic excursions and other entertainment are held. The festival is held at the end of July.

"Apple Bar" is a festival-fair of agricultural products in the city of Bar. In addition to the fair, the festival program includes performances by folklore groups, master classes, photo exhibitions, scientific and practical seminars on horticulture and folk crafts. It is held on October 20-21 on World Apple Day.

An open-air festival is held on the territory of the Potocki Palace in Tulchyn

"Operafest Tulchyn" and "Kids Operafest" is an international open-air opera festival. The participants of the festival are world stars of the opera scene from Ukraine, the USA and Europe, who demonstrate exclusive productions of opera, ballet, musicals, and choral shows. The festival program also includes light shows, book and art exhibitions in the Potocki Palace, various master classes.

For a long period, cultural heritage was considered exclusively through the prism of its protection. However, over time it became clear that maintaining monuments in proper condition requires a significant amount of funding from the state, the lack of which causes the destruction of objects. Therefore, it is natural to ask about the reassessment of the economic value of cultural heritage, which consists in the level of its tourist value and the perspective of integration into the general tourist system. The end result of creating a tourist product is not only income generation and tourism development, but also preservation and revitalization of architectural monuments.

A historical and cultural monument involved in the tourism industry fulfills a number of tasks: it promotes the popularization of history, science, and culture, satisfies the aesthetic needs of visitors, promotes the development of the excursion business, is an element of patriotic education of the population, and serves as an example of the uniqueness of the region. Using today's experience of preserving architectural monuments, it is possible not only to prevent destruction, but also to give them the role of a cultural center of the life of local communities, to create favorable conditions for the inflow of investments. The key to the rational use of palace complexes is their inclusion in the modern life of the community and ensuring free access to them. In order to increase social significance, it is important to provide

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

monuments with new functions that would meet the modern needs of society. The provision of such functions should take into account the aesthetic and cultural value of the monument.

The process of creating a tourist product involving castle ruins and palaces should be considered from the point of view of tourists, from the point of view of the community, and from the point of view of monuments. A mutually beneficial relationship between all participants of tourist activity is possible only if the attraction is used as an excursion tourist object. It is understood that the castle or palace must have a tourist infrastructure, which, on the one hand, would be aimed at supporting the object (ensuring protection, restoration, scientific research, etc.), and on the other hand at meeting the needs of tourists (excursion work, sale of souvenir products, etc.). Excursion objects are the most valuable attractions that can attract the attention of a wide range of visitors. Such sights can act as sightseeing objects on their own, because the basis of the excursion is built around them.

To determine an excursion object (tourist attraction), we suggest applying the following criteria:

- accessibility;
- recognizability;
- representation in tourist routes;
- level of service provision;
- duration of the visiting season;
- danger of degradation.

As a result of the analysis of the historical and cultural significance of the monuments, the characteristics of their current state and use, field survey, analysis of guidebooks, available routes and excursion services provided by tourist companies, as well as as a result of a survey of visitors to the castles and palaces of the region, a number of problems on the path of integration of the researched objects into tourism. Proposals for the transformation of the monuments of the castle and palace heritage of Vinnytsia into sightseeing tourist objects and the creation of a tourist product based on them are proposed to be determined by reviewing the main problems and proposals for

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

their solution.

Problems with the development of tourist infrastructure

This group includes problems directly related to the creation and development of a tourist product.

Problems with revealing the historical and cultural potential of monuments. The problem is directly related to the form in which the cultural object will be used in the formed tourist product. The integration of monuments into tourism should fulfill two main tasks: preservation and maximum disclosure of the historical, cultural and architectural value of the object. It is necessary to consider the possibilities of integrating castle ruins and palaces into tourism in accordance with these criteria.

Proposals to create hotels and hotel-restaurant complexes on the basis of castles and palaces available in the scientific literature can be called "classical". The main advantage of this approach is the possibility to stop the destruction of the monument and return it to the life of the community. In addition, from the point of view of making a profit, investments in the hotel and restaurant business are attractive for entrepreneurs. However, such inclusion in tourism has a number of disadvantages. First of all, the organization of a modern complex for accommodation and necessary communications will require significant re-planning and reconstruction, which will have a negative and irreversible impact on the internal organization of the attraction. Secondly, the object in this case loses the opportunity to fully reveal itself as a monument of architecture and history, at best it will play a secondary role in the tourist product, at worst it will be used simply as a room.

Speaking about the prospects of transforming the region's monuments into hotels, it is worth noting that the castle buildings themselves have not survived to this day, and the poor condition of the castle ruins does not allow the creation of hotel complexes on their basis. Since the attraction transformed into a hotel loses its cultural and educational value, it cannot play the role of the main object of the tourist product. In this case, there should be objects near it that would attract tourist flows. Therefore, considering the fact that most of the palaces of the region do not have other "tourist magnets" nearby, their use as hotels or hotel-restaurant complexes is ineffective.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

In general, the ruins of the castles of the Vinnytsia region have not been preserved to this day in sufficient quantity and today do not correspond to the traditional image of such monuments that exists in the imagination of tourists. Therefore, they cannot arouse great interest among tourists or act as an independent tourist object. You can increase the information load of the tour by researching the history of the monument, finding out the reasons for its construction and its features in comparison with other castles, determining the place and role of the monument in the history of the region, and establishing relationships with historical events or figures. The tour guide can tell all this information, but the lack of a physical castle makes it difficult for tourists to perceive it. The informativeness and impression of the exhibition can be enhanced by a graphic reconstruction placed on the stands, the presence of a three-dimensional model or reconstruction and restoration of the object's appearance. The most modern means of increasing the informativeness of the object is the use of virtual and augmented reality technology. The latest technologies can not only complement the elements of existing monuments, but also recreate destroyed castles and palaces, which can potentially contribute to the emergence of completely new forms of tourism.

Almost all palaces that have the status of monuments of urban planning and architecture of national importance belong to the monuments that can be used as an ensemble museum. These objects have a high historical and architectural value, a fairly good degree of preservation. In some of them, interior elements have been well preserved, which affects the full disclosure of the tourist potential of the palace complex. Expositions that reflect the peculiarities of the existence of lordly residences, related to the person of the owner, visitors and events that unfolded in these palaces (personal belongings of the owners, decor, mosaics, household items, the use of precious materials in the interiors, works of art, original furniture), are of great interest to tourists. They enhance the impression of visiting an excursion object, help to reveal the palace complex not only as an architectural monument, but also as a historical monument. Restoration of the park is no less important than the reproduction of the interiors, because the park was an important part of the complex, together with the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

palace demonstrated the material capabilities of the owner, his artistic taste.

Today, most of the objects of the palace heritage of the Vinnytsia region are used by institutions that do not allow the use of the monument as an excursion object. Due to the lack of measures of museumization and adaptation of objects to the needs of the institutions that use them, palaces lose their attractiveness as tourist objects. Thus, the palace complexes, which are theoretically able to attract the attention of many people, are widely represented in tourist guides, maps, tours, due to the low level of museumization, are visited by tourists irregularly.

In the process of popularizing a tourist product, one of the most effective ways today is to develop your own brand related to the castle or palace heritage. Branding acts as a tool for increasing competitiveness, demonstrates the uniqueness and potential of the region, and encourages potential investors and tourists. The brand is created for a large audience, which includes investors looking for promising projects for financing, tourists who are interested in attractive places to visit, businesses and organizations, and local residents. It is worth noting that today there is already a brand of Vinnytsia, so the promotion of specific tourist products or destinations is possible in its context.

If separate tourist products are created on the basis of palaces and castle ruins, it would be worthwhile to consider the possibility of forming local clusters focused on the development of cultural and educational tourism on their basis. Taking as a basis the territorial approach and the peculiarities of the location of objects, it is possible to distinguish 5 hypothetical clusters with conventional names: north-western, north-eastern, western, central and southern.

The central problem of this model, around which the motives and motivations of all the objects of the market are concentrated, remains the problem of the price mechanism, price formation [76].

The study of the history of palace and castle construction is presented by published and unpublished archival documents, materials and conclusions of archaeological excavations, memoir sources, cartographic data and photographs. About the protection and use of objects since the 20th century. we learn from unpublished archival materials, newspaper publications, regulatory and legal

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

documents. The development of tourism and the level of Most palaces today continue to perform the same functions that they performed in Soviet times. As a result, such use causes the monument to lose its architectural and cultural-cognitive value, and therefore requires an immediate rethinking. To solve this problem, a road map for the restoration and inclusion of monuments in the social sphere is proposed. One of the best ways to return the monument to the social life of the community is revitalization, which consists in carrying out technical, economic and social measures aimed at returning lost or creating new functions. On the one hand, adaptation to new conditions is expected, and on the other hand, the maximum preservation of the authentic appearance of the object of integration into the sphere of castles and palaces of the region is highlighted in statistical data, in guidebooks and in information of tourist enterprises, materials of newspaper publications, pictorial sources and regulatory legal documents.

Currently, the integration of palaces and castle ruins into tourism still remains at a low level, and under the conditions of current use, the attractions included in the routes cannot fully reveal themselves as tourist objects. However, recently, the development of various types of tourism is one of the main directions of both state policy at the level of the region and local communities. There are a number of programs for the development of tourism, marketing programs, a brand of the region has been created, which creates favorable conditions for the integration of castle ruins and palaces into the field of tourism. Among the positive aspects, it is worth highlighting the growth of informational support for castle and especially palace heritage as objects of tourism. They are increasingly included in guidebooks, tourist routes, tourism development programs of individual communities.

The analysis of a number of problems of tourism development at the regional level made it possible to work out options for their solution. As a result of the decentralization reform, it became possible to independently determine community development vectors, so the inclusion of tourism attractions should primarily be entrusted to territorial communities. Various possibilities and approaches to the integration of attractions into the field of tourism were considered, including

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

transformation into a hotel or hotel-restaurant complex, creation of a museum in the premises of the attraction, museification. The formation of a spatial museum based on the monument is singled out as one of the most promising measures. In addition, the development of tourism products based on attractions can result in the formation of tourist clusters and tourist destinations. In this context, potential clustering based on existing monuments, their location and opportunities for the development of cultural tourism is proposed. To solve the problem of quick and convenient access to information about attractions, a corresponding web resource was developed.

Chapter 5. Innovative approach to information technologies in tourism

5.1. The role of information technologies in the development of tourism

Innovations and innovative activity are traditionally presented as a direction of scientific and technological progress (its high-tech component) and as a process associated with implementing the results of scientific research and development into practice. The sphere of innovation is comprehensive, it covers not only the practical use of scientific and technical developments and inventions, but also includes changes in the product, processes, marketing, organization. Innovation acts as a clear factor of change, as a result of activity, embodied in new or improved product, technological processes, new services and new approaches to social satisfaction needs.

Tourism is constantly developing, despite various political, economic and social obstacles. In many cases, the tourism business is the initiator and an experimenter in the development and implementation of modern advanced technologies, constantly changes the forms and methods of offering and providing services, discovers and develops new ones opportunities.

Innovation is the final result of innovative activity, in the form of a new or improved product or technological process, which is endowed with qualitative advantages in use and design, production, sales, is used in practical activities and has a social advantage [81].

Today, the relevance of innovations is justified by many factors. Main among them are:

- 1) the need for restructuring and repurposing of enterprises according to market requirements;
- 2) outdated fleet of machines and technological equipment;
- 3) quite frequent and sharp changes in the demand for goods;
- 4) competition.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Regarding the last factor, the American one is well-known specialist in the field of competition Michael Porter in a monograph "International Competition" noted that innovations and changes play the main role in competition. Therefore, innovation is considered as the most important factor in the growth of the competitiveness of an enterprise, firm, company and, ultimately, the country.

Innovation (innovation) (English) - formed from two words - Latin "novation" (novelty, innovation) and the English prefix "in" - "in", "introduction". Literally translated - introducing a new one, recovery.

Let's consider the interpretation of the term "innovation". The term and concept of "innovation" as a new economic category was introduced by the Austrian scientist Joseph Schumpeter (1883–1950). At work "Theory of Economic Development" (1911). he first considered the issue of the impact of innovations on development and gave a definition innovation process. At the same time, he had under innovation meaning a change in order to introduce and use new ones types of consumer goods, new production, transport means, markets and forms of organization in industry. According to J. Schumpeter, innovation is the main source of profit, and it is the result of the introduction of innovations: without development there is no profit, without profit there is no development [85].

In the world economic literature, "innovation" is interpreted as the transformation of potential scientific and technical progress into real, which is embodied in new products and technologies.

In the Oxford explanatory dictionary, the concept of "innovation" is explained as follows: "Any new approach to design, production or sale of goods, as a result which the innovator or his company gains an advantage over competitors" [91].

F. Nixon believes that innovation is a set of technical, production and commercial measures that lead to appearance on the market of new and improved industrial processes and equipment.

B. Twiss wrote in 1989 that innovation is a process of acquisition an intellectual product (invention, information, know-how) of economic content, with the help of achieving a positive result when sold on the market [85].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

B. Santo believes that innovation is such a social, technical and economic process that, through the practical use of ideas and inventions, leads to the creation of better according to the properties of products, technologies, and if it is focused on economic benefit, profit, the appearance of innovation on the market can lead to additional income [96].

Kulagin A.S. defines innovation as: "Innovation is new or improved products (goods, work, service), method (technology) of its production or application, innovation or improvement in the field of organization and (or) economy of production and (or) sale of products, which provides economic benefit and creates the conditions for such benefit or improves them" [85].

Gottfried Haberland, a German specialist, believes that innovation covers scientific and technical, technological, economic and organizational changes that occur in the process of creation. Its main characteristics are: quality novelty of products, production methods and technologies in comparison with previous ones, pace of implementation, dynamics of the innovation cycle, economic efficiency, social consequences.

Organization of economic cooperation and development (OECD) defines the concept of innovation as follows: innovation – this new application of scientific and technical knowledge, which leads to market success [100].

Statistics Canada is looking at innovation as the transformation of an idea into a new or improved product or workflow that is in demand in the market.

American experts hold a similar point of view on the issue of defining innovations. Innovation is everything the system by which an idea or invention is first transformed into a commercial reality. This is the successful introduction of a product or service to the market or economy.

Fedulova L.I. in the textbook "Innovative Economy" gives the following definition: innovation is the final result of the activity of implementing a new or improved product, that is implemented on the market, of a new or improved technological process that is used in practice activity

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Vasylenko O.V. writes that innovations are newly created and (or) improved competitive technologies, products or services, as well as organizational and technical solutions of a production, administrative, commercial or other nature, which significantly improve the structure and quality of production and (or) the social sphere [85].

There are three points in the given definitions that require specification. First, some authors use the term "innovation", understand the result of the creative process in the form of a new product (technique), technology, method, and some - the process of introducing new products, elements, approaches, principles instead of active. Accordingly, two types of innovation are distinguished: product and process.

Product innovation covers the introduction of new or improved products.

Process innovation is the process of mastering a new or significant improved products, production organization, production management. The release of such products is impossible when using existing equipment or used production methods.

Secondly, an ambiguous answer to the question of what exactly should be considered an innovation? Should the innovation be "absolutely" new, unique, the first in human history? Or an innovator is also the one, for example, who was the first in his field of activity to introduce an innovation long known in other fields? Isn't the one who discovered and implemented an innovator something completely new for himself, but already known for a long time others?

And, finally, what exactly can be considered an innovation for a particular enterprise? It is believed that for definition innovation can be a reference point, for example, a sudden change productivity, product quality, the appearance of a new product and etc. At the same time, the speed of change is crucial. A sharp jump instead of progressive advancement is what distinguishes innovation. Note that it is not always about the process of creating, for example, new equipment or technology innovative.

All existing definitions can be classified into five main approaches:

- 1) object;
- 2) procedural;
- 3) object-utilitarian;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- 4) process-utilitarian;
- 5) procedural and financial.

The essence of the object approach is that the innovation comes as an object - the result of scientific and technical progress: new technique, technology. Basic innovations are distinguished, which implement major inventions and become the basis of formation new generations and areas of technology; improving innovations that usually implement small and medium-sized inventions and mainly in the phases of dissemination and stable development of the scientific and technical cycle; pseudo-innovations aimed at partial improvement of outdated generations of technology and technologies.

The introduction of a new product is defined as basic product innovation, if it is about a product, is possible the field of application of which, as well as functional characteristics, properties, constructive or used materials and components significantly differentiate it from products that were previously produced. Such innovations are aimed at development of new generations of machines and materials and are based on fundamentally new technologies or a combination of existing ones technologies in their new application [103].

Improving innovations affect an existing product, the quality or cost characteristics of which were significantly improved due to the use of more effective components and materials, a partial change of one or a number of technical subsystems.

It is necessary to distinguish between innovations and insignificant modifications of products and technological processes (so-called pseudo-innovations), under by which are meant aesthetic (in color, decor, etc.), a as well as minor technical or external changes in the product that leave unchanged its constructive implementation and that do not have a sufficiently noticeable effect on the parameters, properties, cost of any product and the materials and components included in it; expansion of the product range for due to mastering the production of products that were not previously produced at this innovative enterprise (IP), but already known on the market in order to meet the current demand and increase the income of private enterprises [97].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

In the framework of the process approach, innovation is understood as a complex process, which includes the development, introduction into production, and commercialization of new consumer values of goods, equipment, technology, and organizational forms.

The object-utilitarian approach to the definition of the term "innovation" is characterized by two main points.

First, how innovation is understood as an object - a new consumption of value, based on the achievements of science and technology.

Secondly, the emphasis is on the utility side of the innovation (utility) – the ability to satisfy common needs with a great beneficial effect.

In contrast to the object-utilitarian process-utilitarian approach to the definition of the term "innovation" consists in that in this case innovation is presented as a complex process of creation, distribution and use of a new practical tool.

In the framework of the process-financial approach, innovation is understood as the process of investing in innovations, investing funds in the development of new equipment, technology, scientific research.

Thus, the concept of "innovation" extends to a new product or service, a method of their production, news in organizational, financial, research and other fields areas, any improvement that provides savings costs or creates conditions for such savings, and is also useful for society.

Innovation has the following main features:

- 1) scientific and technical innovation;
- 2) the ability of innovation to materialize into new technically advanced types of industrial products, means and objects labor, technology and organization of production;
- 3) the ability to commercialize the innovation itself and (or) the results of its implementation. The result of scientific and technical activity (innovation) turns into an innovation from the moment market use. Many innovations may not be suitable for implementation on the market and therefore not have any commercial appeal; such innovations are not possible considered as innovations.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

An important stage in the study of innovations is their classification according to a number of certain characteristics. The world of innovation is very diverse. Their complex nature and multifaceted use require the development of a classifier of innovations, which will make it possible not only to realize their role in development humanity, and above all:

1. To evaluate the direction and effectiveness of the innovation process.
2. Determine the prospects of future innovations.
3. To identify problematic connections between different types of innovations.
4. Choose management methods that are adequate to the specifics of each innovation process, which result from the predominant type of innovation forming these processes.
5. Create economic mechanisms and organizational forms management of innovative activity depending on the type innovations.
6. Determine the methods and forms of implementation and promotion of the innovative product and innovative technology depending on it from different types of innovation.
7. To optimize organizational forms of innovative activity and innovative infrastructure, economic relations in the innovative sphere.
8. Create incentives for the activation of innovative processes in industries, regions and enterprises.

The innovation typology also makes it possible to distinguish between new introductions and pseudo-innovations. In addition, the classification of innovations according to basic features and other characteristics used when making management decisions regarding investment of innovations.

The complex nature of innovations, their versatility and The variety of areas and methods of use makes it possible to develop their classification.

The number of classification features depends on criteria used for typology of innovations. As a result, the same innovation can be attributed to of several types.

Therefore, a scientifically based classification should answer the following questions:

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

1. What is the purpose of innovation?
2. What is the form of implementation of the innovation?
3. Where can the innovation be applied?

These three points create a system of classification marks. They contain the following features:

- target;
- external;
- structural (production, social sphere, management).

The target sign gives an answer to the question of what is the goal of innovation: solving current tasks or future ones. Urgent the need for innovation is determined by the existence of a management crisis and the need to eliminate this crisis at the expense of innovation.

A strategic need is a need for innovations in the future. The purpose of such a strategy is to increase the competitiveness of the enterprise.

The main feature of innovation classification is, as a rule, the novelty of the innovation, its essence, as well as the impact on the economic and social processes. According to the sign of novelty, innovations are divided into new for the industry in the world (world novelty), new for branches in the country, new for the enterprise (group of enterprises).

The first are innovations of absolute novelty, which have not been seen before known and which, in case of significant spread, become radical innovations. Absolute novelty is recorded in the absence of analogues of this innovation on the market.

The novelty of innovations is evaluated by technological parameters, as well as from market positions. Zh.Zh. Lamben calls such innovations are technologically dominant innovations that change the physical properties of the product (flotation glass) or use new components (steel cord in a car tire), a new material (polyurethane foam), create fundamentally new products, new products (composite materials, high-definition televisions image) or new complex systems (high-speed train). That is, according to technological parameters, innovations are divided into product innovations (when new materials are used, semi-finished products, goods are

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

assembled and received with fundamentally new functions) and process (when new production technologies, new methods of production organization are used) [98].

New for the industry or enterprise are innovations with partial novelty of one or more elements of what is already known of the product due to a change in the functions and characteristics of the existing product or process.

J. van Dijk classifies innovations according to their industry characteristics purpose: innovations in existing industries; innovations that create new industries; innovations arising in infrastructure sectors: transport, communication, education, social sphere, etc.

Bazhal Y. proposes to classify innovations according to the following characteristics [100]:

1. By type – product, technological, raw material, organizational, sales and infrastructure.
2. According to the novelty of the place of implementation - new industry (new industry), existing industry (existing production).
3. By innovative function - basic, improving and pseudo-innovations.

The following types of innovations can also be distinguished.

According to V.G. Medinsky, it is not necessary to classify innovations according to the following characteristics [83]:

- degree of impact on changes;
- level of development and distribution;
- degree of novelty and depth of changes;
- scale of innovative processes;
- scope of implementation and distribution;
- role in the reproductive process;
- content, as well as scope of application;
- directionality of action.

The given classifications indicate that the processes of new introductions are comprehensive and different in nature. So forms the organization of innovations, the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

scale and means of impact on the economy, and the methods of assessing their effectiveness should also be diverse.

Such a classifier makes it possible to group innovations by certain features depending on the needs of the bank user data.

Among the large number of approaches to the classification of innovations, the classification of A. Prigozhin and the authors should be noted "Modular program".

A. Prigozhin divides all innovations into the following groups:

1. According to the features of its implementation: single and diffuse, completed and unfinished, successful and unsuccessful.

Single items are one-time innovations that cannot be judged for their uniqueness and purpose. In diffuse innovations, the main effect is their mass, because they are unprofitable in single versions.

Completed and unfinished, successful and unsuccessful - these are those cases at the stage of development, when the innovation turns out to be wrong due to errors or changes in the environment.

2. By type – material and technical, scientific and technical (technique, technology, industrial materials), social (economic, organizational and managerial, legal, pedagogical).

3. By place in the production process – raw materials, supplies and products, as priority innovations.

4. By succession – substituting, canceling, reversible, openers and reintroductions [81, c. 8].

Substitutes - provide for the complete displacement of obsolete ones means (for example, process control automation firing in cement production).

Cancellations - exclude the performance of some operation and not replace it with a new one (for example, cancellation of some form reporting).

Reversible - when after some use the novelty its unsuitability or inconsistency with new ones is revealed conditions that force a return to its predecessor. Breakthroughs are fundamental discoveries that don't have comparative functional predecessors (for example, radio, television).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Retro-introduction – when already current stages of technology development become relevant again (for example, use wind forces, etc.).

5. According to innovative potential and degree of novelty - radical or basic (fundamentally new technologies, types products); combinatorial (using different combinations constructive connection of elements, for example, creating typical nodes that are suitable for different machines); modified (improving).

6. According to the features of the innovation process - intra-organizational, inter-organizational. In the first case the developer of the innovation is an enterprise or organization, where the innovation is used; in the second - all these roles distributed among specialized organizations: research institutes, design bureaus, laboratory, enterprise.

7. By coverage of the expected market share - local, systemic, strategic.

According to A. Prigozhin, the given typology makes it possible to more accurately identify each innovation, to evaluate the ratio of different types of innovations in different spheres of social life, to identify the dynamics and trends of changes of these ratios in different periods of development and obtain a kind of diagnosis of the innovative state of the economy, which can be the basis of further innovative planning development.

In the research institute of system studies an extended classification of innovations was developed taking into account the field of enterprise activity. According to this sign the following innovations are distinguished: technological; economic; trade; social; in the field of management.

The classification of innovations makes it possible to specify directions of the innovation process, comprehensively evaluate its effectiveness, to form economic mechanisms and organizational forms of management of innovative activities, to determine the means of implementing innovations on the market, to carry out attachment to the type of innovation process, a certain innovation strategy [81].

Please note that international data collection regulations are in force about innovations, as already mentioned, apply only to technological innovation, i.e. covers new products and processes, as well as their significant technological improvements.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

They are based on the recommendations adopted in Oslo. In 1992, the "Oslo Guidelines" were adopted by the countries of Northern Europe with the assistance of the Industrial Development Fund as a guide to collecting data on technological innovation, as an OECD study of twenty projects on issues of innovative activities, carried out in 1990, proved significant disagreements in the purpose, methods, definitions of basic concepts innovative activity. According to the recommendations of national experts, the "Oslo Guide" gives the following classification of innovations:

1) innovations aimed at creating new types of products. The composition of such products is determined according to the degree of technological improvements: fundamentally new products (radical product innovations); perfected products (improving), products created with the use of significantly improved production methods;

2) innovations aimed at creating new processes. This is a change in the production technology of a certain type of production, a change in management and organization methods production [97].

Therefore, in order to successfully manage innovation processes, we need to carefully study innovations and their classification.

The term "information technology" arose in the latter decades of the 20th century. The main feature of information technologies is that in them both the subject and the product of work are information, and the tools of work are computing tools technology and communication. Moreover, today information has become considered as a very real production resource along with other material resources. Twenty years ago information technology and tourism seemed incompatible partners Today, these two concepts are so closely related that even a new type of tourism has appeared - "alternative tourism" or "electronic tourism" [77].

In general, analyzing the role and significance of information technologies for the modern stage of the development of society, it is possible to draw fully justified conclusions that this role is strategically important, and the importance of these technologies will grow rapidly in the near future. That's it today, technologies have a decisive role in the field of technological development of the state. Arguments for these

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

conclusions have a number of unique informational properties of technologies (operability, accessibility) that promote them to a priority place in relation to production and social technologies. Among the distinctive properties of information technologies that are of strategic importance for development of society seems appropriate to highlight the following are the most important.

First, information technologies allow to activate and effectively use information resources society, which today is the most important strategic factor in its development. Experience shows that the activation of dissemination and effective use of information resources (scientific knowledge, discoveries, inventions, technologies, best practices) allow to obtain a significant economy of other types of resources: raw materials, energy, materials and equipment, human resources, social time.

Secondly, information technologies make it possible to optimize and in many cases to automate information processes, which in recent years occupy an increasing place in life activities of society. It is common knowledge that development civilization is taking place in the direction of the formation of an information society, in which the objects and results of work the majority of the employed population are no longer material values, and mainly information and scientific knowledge.

Currently, in most developed countries, a large part of the employed population in their activities to one degree or another connected with the processes of preparation, storage, processing and transfer of information and therefore forced to learn practically use relevant information processes technologies.

It should be said that information technologies play a uniquely important role in ensuring information interaction between people, as well as in the systems of preparation and dissemination of mass information. These means are quickly assimilated the culture of society, because they not only create great conveniences, but also remove many industrial, social and everyday problems caused by the processes of globalization and integration of the world community, expansion domestic and international, economic and cultural connections, population migration and its increasingly dynamic moving around the planet. In addition, it can be said that information technologies are already changing traditional means communication

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

(telephone, telegraph, radio and television). Electronic telecommunications systems, e-mail, facsimile transmission of information and other types of communication are increasingly widely used [80].

The worldwide computer network is developing so much so rapidly that the number of its subscribers and the amount of information resources practically doubles every year. It is obvious that the tourist business is not left out. Only in 2016, thousands of independent sections appeared on the Internet travel agencies, hotels, airlines, dozens of systems for booking tourist services. The network cannot be viewed as a competitor in business because the World Wide Web provides invaluable informational assistance and adds to the traditional ones a new channel for the implementation of tourist services - electronic.

Already half of all income generated through the Internet falls under the travel and tourism industry. 62% of users contacting the network are looking for tariffs hotels and airlines, as well as availability information free places Advantages of the Global Network: firstly, audience coverage. It allows 35,000 customers to visit the most popular tourism server www.TravelWeb.com.au, which presents more than 17,000 hotels; secondly, relatively low overhead costs and efforts made by sellers and buyers. The cost of booking through Internet averages \$1.7, while through global reservation system - \$3.5, the third convenience - 24 hours a day network access for private users. These advantages The Internet, as well as the possibility of updating information in a matter of minutes, is also used by travel companies, for whom the World Wide Web opens up significant advertising opportunities and sales of tourist products online, as well as sales promotion.

Information technologies today have three main ones components: software, hardware and organizational and methodical (Fig. 1) [84].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

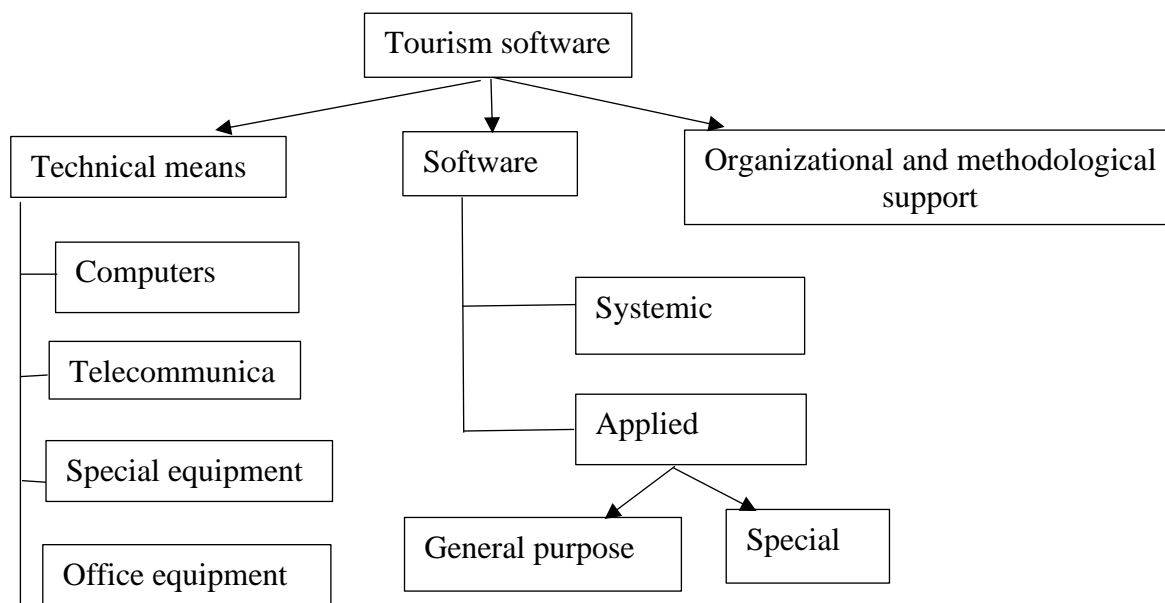


Fig. 1. Generalized structure of software in tourism

**Source: created by the author based on [89]*

The software part is: operating system and application software (AS).

The operating system (OS) provides input and output information, functioning of application programs, access to data on various media, work with networks, as well as a number other various functions necessary for functioning system as a whole.

Application software is what the end user uses in their work, usually this all kinds of editors, spreadsheets, management systems databases (DBMS).

Software is divided into client and server for more effective use of computing and information resources, computer networks were invented, the main task of which is the exchange of data between separate computers, it allows many users to work together with the same information and to gain access to distributed information resources.

To ensure the fastest access to information and its fast processing, dedicated network servers are used. Usually these are the most powerful electronic ones computing machines (PCs) that can provide fulfilling requests from many users for information or its processing. Servers are divided into two main types: file servers and application servers (technology "client-server"). In addition, there is a huge number of

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

them of different types according to their functional purpose, but we are only interested in the two above. When working with a file server, clients only get compatible access to information, and its processing is performed independently. If you are using an application server, the main work with calculation and processing of information is carried out by the server.

Server software is primarily a reliable OS, for example, MS Windows NT, Novell NetWare, IBM OS/2 LANServer, Unix, etc., as well as server DBMS, for example, MySQL Server or Oracle. A huge number of independent software manufacturers in the world develop their solutions based on these systems for application in the field of hotel complex management. In Ukraine such companies are: "Intellect-Service", "Galaktika" and others.

The client software is designed to ensure the user's work, therefore special attention is paid to convenience, simplicity of the interface, and it takes into account the lowest qualification of the user in the computer field. Customers with the help of this software get the opportunity in a simple and understandable way address your requests to the system without thinking about how the execution will be carried out. The hardware part is selected based on the software requirements and considerations of storage reliability information, as well as growth and scale. The main ones components are: personal computers (PC), servers, network communication equipment (cable, hubs, switches, routers, etc.). When choosing equipment, you can contact well-known manufacturers, for example: Hewlett Packard, IBM, Packard Bell, Compaq, and you can go to little-known ones, which are the majority of Ukrainian manufacturers. Of course, the first option is more expensive, but more reliable. The most practical solution may be the purchase of the most critical nodes of the system, servers and communication equipment from well-known manufacturers, and for personal use computers - the choice of the most famous Ukrainian manufacturer, especially, as practice shows, a PC of a well-known company are practically not amenable to modernization [77, c. 2].

Corresponding organizational and methodological support is of great importance in the work of IC (information systems) for the homogeneity of the system architecture,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

the compatibility of the software, the hardware part, and the activity of the personnel, which allows effectively manage the entire system, carry out its diagnostics, quickly eliminate malfunctions. Therefore, the ideal option is the comprehensive supply of equipment and software for the developed project.

The successful operation of any firm in the tourist business market is practically impossible without use modern information technologies. The specifics of the technology the development and implementation of a tourist product requires such systems, which in the shortest possible time would provide information on the availability of vehicles, the possibility of accommodation for tourists, would ensure quick reservation and booking places, as well as the automation of solving auxiliary tasks in the provision of tourist services (parallel processing of such documents as tickets, invoices and travel guides, provision of calculation and reference information and etc.). This is possible if modern computer processing and transmission technologies are widely used in tourism information.

Active actions of Ukrainian business contribute to the transition of the country's economy to an innovative path of development, in particular, regarding the implementation of science and technology achievements in technology and management organization, including in the social sphere, industries that provide services to the population.

This also applies to the tourism business as part of the socio-economic system of society, although in some countries tourism is included in the production sphere. When resources are transformed by human labor, a product is created, which is production in its various forms. Thus, airlines use aircraft, fuel, computerized ticket reservation systems and provide their passengers with the ability to quickly move from one country to another. Tourist companies provide familiarization with cultural values and natural landscapes, accommodate and feed people, give them the opportunity to rest and restore their strength - all this is also production. Depending on the type of production, production can be classified as material, information and service production. The provision of services involves taking into account the needs of a specific consumer. Thus, the development of the tourist business is possible only if

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

new ideas are introduced, the processes of production of goods and services are improved, and their assortment is expanded.

The content and essence of the economic discourse around the conceptual apparatus of tourism innovation outlines the construction of common concepts that explain the evolution of scientific knowledge.

The word "innovation" comes from the Latin "innovare", which means "to use something new". There are many definitions of the term "innovation", which certainly indicates the complexity and multifacetedness of this scientific category. Thus, J. Schumpeter defined innovation "as a new scientific and organizational combination of production factors, motivated by an entrepreneurial spirit" [87].

According to P. Drucker, innovation should be considered and applied as an opportunity, the result of which is the creation of a new or improved product or service [88]. In the understanding of Y. Yakovets, "innovation is the introduction of new elements (types, methods) into various types of human activity that increase the effectiveness of this activity." Innovations are also considered as "creative ideas that increase the quality and productivity of services".

In recent decades, the question of determining the mechanism of implementation of innovative activity in the service sector, its effectiveness and assessment of connections with other sectors of the economy has arisen. However, the researchers point out that there is not enough information about the innovative profiles of various sectors of the service sector. Experts no longer consider the tourism business non-innovative, as it actively uses technical innovations introduced in other industries. However, questions about whether tourism business enterprises create innovations on their own, and what is considered an innovation in tourism, remain debatable. Innovation in the service sector can be defined as a new concept of service, new channels of communication with customers and distribution systems, and technological solutions, which most often jointly change the offer of services on the market, renew the functions of the firm and require structurally new organizational, technological and human capabilities of the firm.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Economic science confidently attributes only trends in e-tourism (development of electronic offer of tourist services, advertising, other marketing communications, sales via the Internet) to innovative trends in the production of tourist products. Some studies are based on the study of innovative changes in the tourism business on the example of the tourism market of a certain country, they include surveys of tourism product manufacturers, and analysis of the implementation of innovations at specific enterprises of the tourism business. Also, proving the innovativeness of the sector is carried out on the examples of various "case-study" (case-studies).

The transition from the economy of supply to the economy of demand creates a special environment for innovative development in tourism. According to the results of the research of the World Economic Forum (World Economic Forum), in 2016 p. Ukraine ranked 85th among 139 countries in terms of competitiveness in the world tourism market (in 2015, it was 77th among 133 countries). In order to increase the effectiveness of the use of the country's tourism potential, it is necessary to strengthen it with innovations at the level of tourism market entities and related industries.

World practice proves that income from tourism, subject to effective use of recreational potential, can become the main source of filling the budget, and at the destination level - to increase the level of employment of the population and ensure the growth of its income.

Innovative changes in the tourism business occur under the influence of transformational processes in the world economy, the desire of a specific business structure to meet the needs of the market, as well as changes as a "reverse reaction" that reflects the result of previous activities. The implementation of innovations in tourism is influenced by both local factors, especially the solvency of the country's population, which is an indicator of the economic situation and social situation of the population, and national legislation, as well as international factors - intergovernmental and international agreements on cooperation.

Innovation in tourism is a complex process that involves users of tourist services, organizations that provide them, local self-government bodies and other market subjects. Accordingly, the motives and reasons for the emergence of innovations in the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

tourism business in each country are different. However, any country is characterized by common factors that encourage innovative changes, namely:

- the growing needs of the population to familiarize themselves with the way of life in other regions and to acquire new knowledge;
- saturation of demand in many classic and traditional travel directions (destinations);
- the need to restrain the departure of its citizens to areas similar in terms of recreational conditions to the regions of their country (nature, culture, climate);
- a harmonious combination of attractive recreation and travel conditions to fully satisfy the needs of the most demanding tourists;
- the danger of losing the quota of the inbound tourism market;
- intensifying competition and increasing supply of standardized global products;
- technological revolution and expansion of services in the economy.

At the same time, the above-mentioned factors can also be considered as challenges that prevent the introduction of innovative changes in the tourism business and increase entrepreneurial risk. Thus, increased competition creates prerequisites for the work of market operators in the illegal market plane; marketing actions to stimulate sales can cause the effect of habituation among consumers, the desire to optimize business costs stimulates the involvement of seasonal workers with low qualifications; the information environment creates opportunities for independent planning of recreation by each tourist according to his requests. And also one of the determining factors is the stability over time of recreational conditions in places of rest, which may lose their resource potential due to extraordinary uncontrollable events (natural or man-made disasters).

Based on the provisions of the General Agreement on Trade in Services (GATS), the tourism business develops innovative activities in three directions: 1. Implementation of innovations (organizational innovations) related to the development of the enterprise and tourism business in management systems and structures, including reorganization, consolidation, absorption of competing subjects on the basis of the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

latest equipment and modern technologies, personnel policy (updating and replacement of personnel, system of professional development, retraining and stimulation of employees), rational economic and financial activity (implementation of modern forms of accounting and reporting, which ensure the stability and development of the enterprise).

2. Marketing innovations that make it possible to cover the needs of target consumers or to attract customers who are not covered at this time.

3. Periodic innovations (product innovations) aimed at changing the consumer properties of the tourist product, its positioning on the market and creating a competitive advantage.

The above-mentioned directions determine the peculiarities of the implementation of innovations in tourism: continuity in time of processes of production and consumption of services, intensive use of information and information technologies (IT), improvement of quality and human resources, organizational factors. Thus, the directions of innovative changes will most likely correspond to these features, and in order to achieve a competitive advantage, enterprises need to comprehensively assess their opportunities for their practical implementation. We fully share the opinion of A. Hyalager, who believes that "the innovativeness of the tourism business depends on the related sectors of the economy, so it is more likely to grow under the conditions of their successful activity."

In innovative activity, the tourism business is based on the basis of acquired knowledge. The Austrian scientist K. Weirmer defines the tourist product as an experience and believes that introducing new ideas and creating new directions of tourism should only be done after evaluating the old tools and work methods.

Innovation in tourism "presupposes the development of an original approach, new ways of using existing resources while simultaneously searching for new ones" [82]. The typification of innovations makes it possible to determine the directions and nature of innovative changes in the tourism business. An effective classification of innovations in the field of tourism was adapted by A. Hyalager from the concept of

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

"transilience" developed by Harvard Business School professors U. Abernathy and K. Clark.

Regular and niche innovations should preserve and consolidate the company's existing competencies on the market, while revolutionary and architectural innovations determine the need to break existing competencies and create new connections. This typification outlines innovative guidelines that are the basis of the company's strategy in the tourism business.

Taking into account the close connection (according to the concept of marketing: "relationship - partnership") between the tourism business and tourists, it is necessary to classify innovations from the point of view of their perception by customers. H. Foxall, R. Goldsmith, S. Brown distinguish innovations as repositioning of products at the stage of maturity, innovations as stable brands and products that the consumer considers new, original or unfamiliar, innovations as old products for the consumer, but new for the enterprise and ordinary technological innovations [90].

Empirical studies of the innovative model of behavior in the field of hospitality, which is an integral part of the tourist business, conducted by scientists from Denmark and Spain [91], make it possible to determine the following types of innovations:

- innovations in management (management innovation): aimed at improving the quality of management, information and communication technologies, improving the organizational structure;

- innovations in external communications (innovation in external communications): reflect the great importance of information in the process of creating and providing intangible services, aimed at establishing effective relations with intermediaries, suppliers, state authorities;

- innovations in the field of service (service scope innovation): is the core that forms consumer value from the provision of hospitality services;

- back-office innovation: determine the introduction of new technological means.

The typification of innovations according to the "Oslo Guide", which divides innovations into technological and non-technological ones, can be considered adapted

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

for the tourism business. Technological innovations include all improvements in the operational (technological) process of providing services or the tourist product itself, non-technological include marketing and organizational innovations. Innovations according to the "Oslo Guide" are product, process, marketing and organizational [92].

However, in our opinion, the classification of innovations in the tourism business, developed by Russian scientists [83], most fully reflects the current trends observed in the tourism market.

These types of innovations satisfy the need for new knowledge, new experience, which is characteristic of modern tourists who seek self-affirmation through travel and tourism.

The impact of incremental innovation and radical innovation on systemic changes in tourism should also be taken into account. Incremental innovation involves the implementation of minor technological changes that are based on existing knowledge and resources within a certain company.

Radical innovations require new knowledge and/or resources and involve more technological advances. Other scientists [93] propose to define incremental innovations as the introduction of additional characteristics of existing attributes, and radical innovations as the creation of a new attribute. Scientists note that additional innovations are successfully implemented in the tourism business, which can be a consequence or an impetus for radical ones; additional and radical innovations strengthen the competitive position of the tourism business enterprise due to the synergetic effect [94]. For a tourism product that is in the growth or maturity stage, incremental innovation is a better strategy because it does not require the investment of excessive resources. However, at the stage of implementation or decline, it is mandatory to carry out radical innovations to create a sustainable market advantage [83]. If the company plans to gain a foothold in the tourism market, then the process of innovative changes should become the basis of a competitive strategy, and the selection of tools and methods of its implementation should be determined taking into account the study of the factors of the operating environment.

5.2. Use of information technologies in tourist activities

The tourism industry is so multifaceted that it demands application of a wide variety of information technologies, starting from the development of specialized software tools that ensure the automation of the work of a separate travel firm or hotel, before using the Global one computer network (Fig. 2) [79, c. 5].

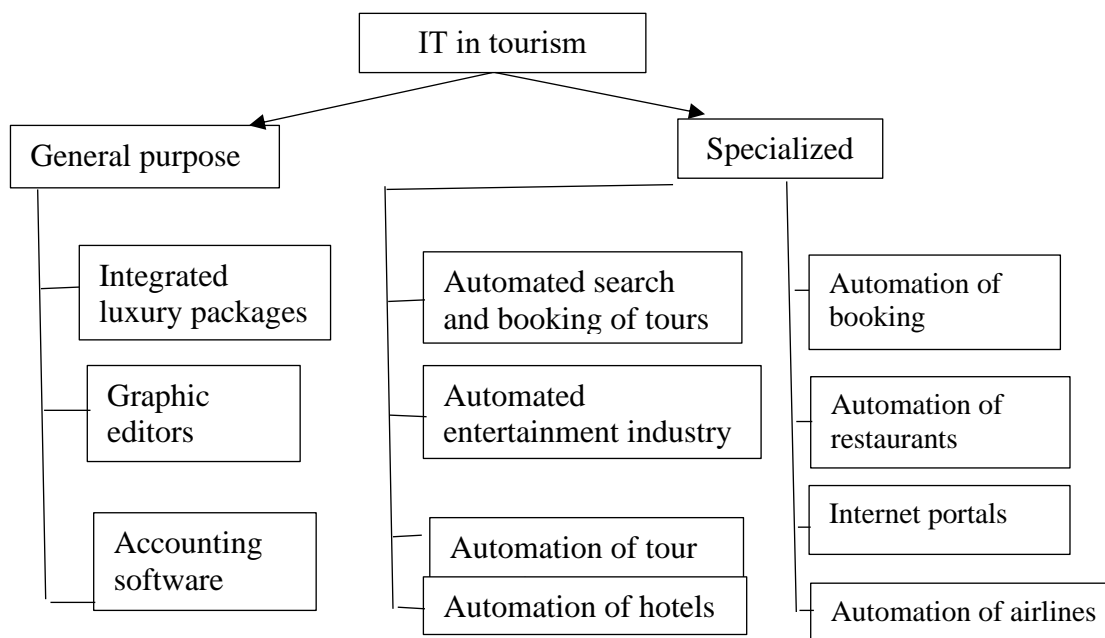


Fig. 2. Types of IT in tourism

**Source: created by the author based on [79].*

Let's take a closer look at information technologies in the tourism sector.

Reservation systems. As you know, a tourist product is a complex of various services provided to a traveler, and a tourist company is a seller, which is only one from links in the organization of the tour. The speed of information, operational communication between them acquire primary importance, therefore, information technologies occupy an important place in tourism. Airline reservation systems began to appear in the late 1950s. In the 1990s, widespread implementation began of electronic technologies in the hotel industry, a little later - in tourism companies. The scale of modern computer reservation systems (CSR) is evidenced by statistics: in the offices of travel agencies and airlines, which operate around the clock use the services of these systems, installed close 600 thousand terminals. In connection with the growth

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

of the scope of application of GDS, they received a new name - global distribution systems (GDS).

Computer reservation systems are actively used by regional travel agencies. Without them, it is impossible to imagine the day-to-day planning and management of operations. It should be noted that, in general, CSBs affect the whole tourist industry. So about 90% of travel agencies The USA and the UK are connected to the GRS, as the reservation systems provide not only air services, but also hotel stays, car rentals, cruises, information about location, exchange rates, weather reports conditions, bus and rail connections. Such dose systems allow you to reserve all the main segments of the tour - from seats in hotels and flights to theater tickets and insurance policies

In fact, they constitute a general information system that offers the most important distribution networks for the whole tourist trade. With a single modem connection to servers with the appropriate database, travel agencies get access to information on cost, quality, time arrivals and departures for various tourist services from their suppliers. Moreover, tourist agencies can contact these databases to to complete and confirm your order.

The functioning and efficiency of these systems require that travel service providers acquire at least a minimum level of technology (e.g. PC skills and use of network resources in travel agencies) to access such systems and to be represented on them.

The largest CSOs in the international tourism market are the Amadeus, Galileo, and Worldspan systems [91].

Medium companies will be more satisfied with the standard version, which is installed in the office and includes, in addition to software, special computers and printers for printing tickets, software. Large companies that have their own local computer networks install a client-server system. Through the gateway and the local network server, the agencies communicate with the central Amadeus server. Such thus, every enterprise terminal has access to the system reservation Moreover, the fee for connecting to Amadeus of each subsequent workplace is rather insignificant [94].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Worldspan is considered the youngest KSB, but the roots systems go very deep. To date, the system Worldspan allows you to reserve airline tickets in 487 airlines worldwide, rent a car in 45 you companies (providing services in approximately 15854 points of the world), book a room in one of 35,000 hotels.

Galileo is one of the leading GPS systems in the world. This system represents is a serious competitor to both Amadeus and Worldspan, as Galileo's position in the world is very strong. Reservation system Galileo is one of the most advanced reservation systems in terms of technology. Galileo was one of the first provided agencies with a Windows version of the reservation system. The Premier program allows agencies to fully automate their customer service work. For example, news client databases, create your own screen forms and menu, save the most repeated requests, etc.

It remains to add that the above reservation systems differ from each other only:

- the completeness and promptness of the issued information;
- the set of services and the number of owners of various types of resources that have an agreement with a specific GRS, and the level of access to their databases;
- the convenience of forming booking requests, the friendliness of the software used in the GRS and installed on a personal computer tourist enterprise;
- the reliability of equipment and means of communication between the company and the data processing center of the GRS;
- the amount of payment for the use of information on servants and the order of its formation.

Document flow automation systems. Under the office programs are now understood as Excel tables, adjusted for entering applications and placing payment marks, as well as complex systems that allow automation and optimize business processes of tourism enterprises.

The following levels of automation can be distinguished:

- office equipment (telephony, faxes, copiers);
- computers with standard software such as Microsoft Office;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

– special software (so-called BackOffice, connection of BackOffice programs with global ones reservation systems);

- having their own online stores.

Microsoft software products are used for the automation of not only large but also small companies.

It is the family of software products that unites the most the world's most popular applications in a single environment, ideal for work with a wide variety of information: Microsoft Word, Microsoft Excel, Microsoft Access. Features of Microsoft Office is:

– an integrated family of powerful intelligent applications that ensure maximum work productivity and quick achievement of good results;

- a tool for effective organization of everyday work, which has a built-in e-mail, a list of contacts, a schedule of meetings and events;

– a multifaceted tool for collective work with documents and information analysis;

– a powerful base for convenient construction of original solutions, oriented to the needs of a specific enterprise.

Today, professional office programs claim to full automation of business processes of travel agencies. Acquisition programs of this level is not reduced to a simple purchase of a computer system - it is, first of all, serious work on the implementation of new, advanced technology. What does it give the tourist enterprise? First of all, it turns out to be a huge volume information that is available to all or many as before owned by one or two of the most advanced managers [93].

The entire history of communication with the client is stored in the database. Any user of the system can give a comprehensive answers to the client's questions. With the help of a complex automation system, you can adjust the strategy sales The system will help the tour operator optimally fill (download) charters and hotels.

Travel agency management packages. Development of specialized software tools for automation intra-company tourism activities abroad began around the 1970s. For example, such a system as DPAS automates calculation procedures and is suitable for small agencies. A significant event was the implementation Thomson Automatic

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Banking system and connection to it agents by Thomson Holiday in 1988. This system was connected to the reservation system of the Thomson repair and maintenance company and automatically created invoices for travel agents for all agreements. Although it took some time for its implementation in agencies, this was the first step to EFTPOS (Electric Fund Transfer at Point of Sale). The system spread widely in the next few years and was of great importance for speeding up the circulation of money in agencies.

Development of specialized software products for tourism and hotel business are currently engaged in several domestic companies: "Arima-Soft" ("TurWin" programs, "Charter", "OVIR"), "Samo-Soft" ("Samo-Tour" program), "Megatech" company ("Master-Tour" software complex), "Tourist Technologies" (program of complex automation "Tourist Office"), "Intour-Soft" (program "Travel Agent-2000"), "ANT-Group" ("ANT-Group" system), "Rek-Soft" (complex "Barsum", "Reconline") and others. There are several computer systems on the software market for these products, which allow to automate the internal activities of the technical firm. As a rule, these systems allow driving reference databases for customers, partners, hotels, transport, embassies, as well as keeping records of tours and payments, receiving orders and working with clients, drafting documents, etc. Almost all software complexes ensure the formation of accounting reports and often import-export of data into specialized accounting programs such as 1C and others.

The successful operation of a travel agency is possible only when the connection "tour operator - travel agency" and leaving the GRS. Unfortunately, only a few systems for example, "Travel Agent-2010", provide remote booking of tours. The program complex "Samo-Tour" as well allows you to create and send booking requests tours and hotels with automatic notification of bookings. Along with the automation of internal functions travel agencies provide remote booking of tourist services with the specially developed "Continent-ANT" system. She allows the tour operator to work in real time with a network of travel agencies and book a tour package as a whole, including air transportation, services, hotels. Many software products can be

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

conditionally divided into tour operator, travel agency, universal (calculated both for agents, tour operators, and ticket sellers) [83, c. 18].

Tour operating information systems acquire everything more popular, since at the moment capital and Information Technology. Universal apps coming soon will be more common, as they involve the possibility of providing various services. It is important to be able to independently model and finalize the operating system, which contributes to the individualization of the travel agency.

Multimedia technologies in tourism [92]. Multimedia technologies have found rapid application in the industry tourism. The main feature of a multimedia computer is the presence of additional devices, such as CD-ROM drives, sound card, speakers, etc. For today day most computers are multimedia and specified devices are included in the standard package. Multimedia technology makes it possible to work with sound and video files, which opens up new areas of use computer technology in the field of tourism, in particular development virtual tours and trips.

Virtual tours and trips are presentations that allow viewers to see the main objects of interest to them. (museums, sights) before actually visiting them. They can be arbitrarily moving panoramas of objects of any size (exhibits of museums and art galleries, hotel premises, city streets and buildings, alleys, bird's-eye views flight, etc.). Panoramas are connected to each other simulated longitudinal movements in such a way that it is created the illusion of real movement along and inside the object with the possibility of stopping to look at the most interesting places. Look, the dacha can arbitrarily change directions of movement, use image zoom function, move forward and back, right and left. There is a possibility of voicing the presentation, embedding explanatory inscriptions, integration into a virtual tour of geographic maps and room plans.

One of the most common areas of use multimedia technologies in the field of tourism is a creation and the use of encyclopedic, reference and advertising discs.

To date, a large number of information and reference materials about museums and various tourist destinations have been developed. Since 1998, the company "Adaptive Technologies" has been producing CD guides "Hotels of the World": "All

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

of Spain", "All of Switzerland", "All of Cyprus" and others. The "Albis" company has been producing advertising since 1999 electronic directory "Tourist Firms".

Many enterprises in the field of tourism, most often museums, travel agencies and hotels create their own CDs containing reference and advertising information.

Usually, multimedia catalogs do not contain information, that change frequently, such as pricing and feature data. There are significantly fewer CD guides than there are for specialized Internet servers. Yet CD guides are popular for a number of reasons:

- they are the most convenient means of obtaining information, if the user does not have access to the Internet;
- CDs allow you to get reference information often much faster than searching for similar data in networks;
- with one CD-disk, as a network resource in the local area networks, can be used simultaneously by several users-managers of travel agencies;
- CDs are easily transferred from one computer to another and are convenient to use as presentations, as well as at other advertising events;
- CDs represent an ideal advertising and informational material sent to partners and to customers

Internet technologies in tourism management. The Internet in the tourist business is used in several directions. One of them is the use of virtual space for promotion of their services on the market. Advertising in The Internet is gaining more and more popularity. Large tour operators and small travel agencies actively use web pages and their own servers. Information about distant countries, exotic travel and prices for travel services easily found through any search engine. However, this the variety of choices is mostly deceptive. Many pages are of little interest to the user and, at best, contain a list of proposed countries and office telephone numbers. The Internet attracts travel agencies not only as advertising means, but also as a unique means of organizing the interaction of branches and agencies. Large tour operators who have to deal with it every day maintain contact with hundreds of travel agencies in different countries, have already realized the advantage of the Internet. In the World Wide Web you can find virtual offices of almost everyone leading tour operators.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Each fully functional site is a system of automated information technologies (AIIT) designed for use by both a network visitor and an employee tourist enterprise.

Creating SAIT requires a lot of effort and time. The main ones SAIT subsystems are:

- technical infrastructure of computer and network equipment with system software;

- DBMS;

- software to support functional SAIT properties;

- informational and linguistic support.

The listed elements are interdependent and are created in parallel in the process of SAIT implementation.

Businesses in the tourism industry, especially airlines and hotels, very quickly managed to appreciate the advantages of marketing and selling their product via the Internet.

The Internet provides them with the perfect means to sell a product far beyond their own countries because of its value services on the global and local markets is the same.

If the budgets of traditional marketing operations become directly proportional to the geographical coverage (for due to the increase in the cost of printing and distribution), then for Internet geographical factors do not matter: cost its services do not depend on where and how many people visited web pages.

Internet technologies provide such opportunities to tourists enterprises:

- to convey information and the product offer to a large number of people around the world for a relatively small amount the price;

- to provide information of a higher quality than traditional ones printed sources;

- to provide consumers with an easier and simpler way product reservation.

Internet systems provide another new opportunity marketing - product promotion by e-mail to consumers. Such systems remember and store in memory a large volume of information about the past customer applications, on the basis of which it is possible to determine the best directions for promoting the product, taking into

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

account demographic factors, interests, and the best means of placement etc. Customer information may be collected from various sources: telephone conversations, the Internet, information kiosks, tourist departments and stored in a single database. Web pages created on the Internet enable consumers to move from planning to planning quickly and easily travel to its reservation [92].

Creating an effective website is only the first step in using the Internet. It is very important to ensure its promotion through traditional and electronic channels, and then organize targeted advertising campaigns using aggressive marketing technologies "pushing".

A participant in the tourist market is a portal (specialized SAIT with large databases of specific topics). Him supported by an organization that operates on the Internet. The portal is the gateway to online technology for hundreds of thousands or even millions of users.

Portals control information processes and flows data Any tourist enterprise that wants to operate in the network must establish a partnership with the portal. From the point of view of the owners of tourist portals companies provide valuable information that supports the interest of users, so portals are interested in cooperation with those companies that can offer high-quality product.

It is worrying that the development of the market can lead to the "living" on the Internet of only a few portals that have enough users to guarantee the success of commerce for those partners. Perhaps over time the portals will become one channel of mass sales of tourist services.

Consumers can visit partner websites direct communication channels and, if desired, make reservations online or by phone. If it is not possible to book the product in real time through intermediaries, the direct purchase of the product becomes promising at large suppliers as many companies have started implement information blocks in their traditional reservation systems.

Cooperation with such portals as "MSN Expedia" beneficial to tourism businesses because portals eligible through or participation in the Expedia Associate

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

program "MSN Expedia Travel Network" needs to be integrated into the site conditions to the partner.

Nowadays, professional office programs claim to full automation of business processes of travel firms. Unfortunately, the use of a wide range of economically viable computer programs available to many travel companies, is limited by insufficient training of qualified personnel, lack of initiative of managers. At the same time, information technological progress is ahead of the expectations of travel firms in the long-term adequacy of the implemented ACS. If they were like that before firms changed technological equipment, on average, every 5–8 years, but today the cycle has shortened to 3–4 years.

It should be noted that the fact of installing a modern system in itself does not mean unconditionally receiving returns from expenses incurred. The effectiveness of automation is determined by a whole set of coordinated actions regarding the review of established methods and work order, retraining personnel, development and implementation of the company's information technology strategy. Therefore, first of all, leaders travel companies have to realize that for the wider the use of computer technologies in the future, it is necessary to raise the level of qualifications of employees already today. This will lead to an increase in the quality of service customers, will allow managers to organize a tour faster and more accurately, provide a diversified range of tourist services, improve the level of development of marketing planning, increase the competitiveness of services in today's market.

5.3. Research on the use of internet resources by Ukrainian tourist enterprises

In the activity of Ukrainian tourist enterprises specialized software found wide application products The most common are: "Master-tour", "SA MO-Tour", "SAMO-tour agent", "TurWin", "Parus-Turagenstvo". Each of these software products has its advantages and disadvantages and can be implemented on most enterprises in the field of tourism. However, the existence of systems exclusively for them does not ensure the existence of company managers confidence in undeniable efficiency and profitability

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

his enterprise. Increasing the efficiency of customer service processes, higher quality satisfaction for the needs of each individual tourist is possible only under the conditions active use of Internet resources.

In Ukraine, the areas of tourism business are not fully developed. This is confirmed by the growth in the volume of out-of-town fees tourism by 53.1% and a reduction in the entrance fee by 8.3%. One of the reasons for the decrease in the volume of the latter is the insufficient awareness of the domestic tourist product, the complexity of its information support, which is connected with the inability of the subjects of tourism activity to monitor and maintain a large information base [90].

Now, according to the large tourist portal "Holiday" (www.otpusk.com), sites have many travel companies of Ukraine. But few can boast of real success on this path so far. The reasons are as follows. Among the objective reasons: not very wide distribution of the Internet in Ukraine (the number of web connections in 15–20 times less than in the USA), low-quality communication lines, insufficient development of the electronic payment system, lack of legal guarantees, low level of user trust in virtual travel companies, reluctance to disclose personal information and credit card number or etc. In addition, a distinctive feature of the Ukrainian tourist Internet is that a significant majority of sites do not work in online mode, i.e. not in real display mode information about seat availability and immediate confirmation booking, and in the off-line mode, when applications received from the site by e-mail are processed manually by the manager. This does not stimulate the agent network of operators before switching to Internet booking. The failure of many tourist resources of the network lies in the lack of a competent marketing policy for the development of one's own site. For it is not enough for travel agencies to raise the rating of their web resource just to place announcements on the leading search engines servers, we still need support with banner advertising, sending the site newsletter by e-mail to interested organizations, providing feedback.

Low attendance and bookings on tourist sites often caused by the unprofessionalism of the travel agencies themselves. Internet specialists note the unreasonably cumbersome design of tourist sites of Ukrainian companies, which

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

complicates communication between the user and the resource. Irregular update information on the page, characteristic of many tourist resources, also does not contribute to the growth of attendance.

Conditionally, all sites of Ukrainian travel agencies can be divided into three groups.

The first and most numerous group are information resources that represent, at best, complete electronic variants of operator catalogs, and which support when booking applications in offline mode. Research tourist Internet resources show that on average only 17% of Ukrainian tourism firms have their own website. This indicates the imperfection of the information mechanism exchange of business entities in the field of tourism and its external environment using the Internet.

An example of the most successful Internet project for creating one's own sites in Ukraine was the site of a travel agency "Shop of Hot Tickets" (www.smgp.com.ua). Successful company name, stylish design, skillful promotion in the network allowed this site and company to become one of the leaders of the Ukrainian tourism business. This is one of the first examples when a travel agency made a bet on the Internet in its business and achieved success. It has also recently become widely distributed acquired a variety of sites on which there is a generalized information about the establishment and development of the tourism industry in Ukraine and the world, about enterprises that offer tourism services (tourist companies, accommodation facilities, transport organizations, etc.). The most important among Internet portals have these sites.

The second small group is the most popular sites Ukrainian tour operators that have the function of booking tours. Conventionally, these Internet resources are divided into two categories. The first category includes sites that allow you to book tours in the European direction. Including note the web pages of "Incomartour 93" (www.incomartour.kiev.ua), "Nataly Voyage-Service" (www.natalyvoyage.com.ua), "Feerie" (www.feerie.com.ua), "Akkord-Tour" (www.akkord-tour.com.ua), "Artex'94" (www.artex.com.ua). To the second category you can include sites that allow you to book tours in in the eastern direction and a significant majority of them. Among them are the web resources of the following companies: "Turtess"

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

(www.turtess.com.ua), "Pegas Touristik" (www.pegast.com.ua), "Teztour" (www.teztour.com), "Idriska-tour" (www.idriska-tour.com), "Anextour" (www.anextour.com).

If we analyze the main sections ("about us", "contact", "description of countries", "our tours") of these sites, it can be noted that

that 90% of them are the same for all tour operators. Let's note the most interesting in terms of design and content Internet projects, which

offered by tour operators: "Pegas Touristik", "Turtess", "Feeriy".

A study of tourist Internet resources of Ukraine revealed that a significant majority of travel agencies (about 80%)

used in their activities to book services

namely the sites of the most popular Ukrainian tour operators, among which the most popular are those that allow you to book tours in the eastern direction.

A very small third group includes companies that use GRS or partners of large foreign mega-operators that use Internet systems on their sites reservations, which are built on proprietary software provision, - API at Amadeus, Travel Select, Trip Manager at Worldspan, HML Select in Galileo. Such full-fledged systems reservations can be found on the websites of the companies "Destination of" (www.dotw.com), "Saga" (www.saga.ua), "Slass-tour" (www.class-tour.com) and others. Amadeus was the first and, long time, the only one from the GRS that came to Ukraine in the early 90s years Its representative offices operate in Kyiv and other regional and district centers of Ukraine. It is no coincidence that this company leads the Ukrainian market by a margin in terms of the number of connected travel agencies. Currently working in Ukraine about 1,500 Amadeus terminals. Also in Ukrainian Fidelio entered the market. Her interests in Ukraine are represented by HRS (Hotel AND Restaurant Systems), which is not only that implements Fidelio software products, but also provides technical support for these systems, conducts user training. HRS has a "Hotline" where you can get clarification and advice 24 hours a day.

It is appropriate to note the problems in the process of wide spread of global computer reservation systems in Ukraine. First, the lack of financial resources to pay

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

for connection to the HRS and installation of the necessary Software. Secondly, the low level of training of information technology managers. Third, lack of informing travel firms about the need to implement global computer systems reservation.

So, despite the large number of different informational tourist sites and portals, none of them is perfect, although it contains a rather large volume of information. Among the main disadvantages can be identified:

- duplication of information from other sites, especially news tourism;
- obsolescence of data and tour offers;
- limited possibility to choose from existing offers;
- a significant load of advertising links, banners, etc spam;
- some sites are incompletely developed and do not contain any information on certain sections, etc.

Despite this, the presence of most of the listed sites is possible due to the existence of well-established relationships between various entities of the tourism market, which provide information about their services and products, the possibility of ordering and booking them. You can be negative note the fact that most regions of Ukraine, in including the Zaporizhzhia region, which has significant tourist and resource potential, does not use enough resources Internet to offer its services, compared to others regions that have their own specialized information portals (Transcarpathian, Rivne, Odesa and other regions).

In the field of implementation of information technologies and automation of management of hotels and restaurants Ukraine lags behind the leading developed countries of the world. Currently, there are about a dozen developments from various manufacturers on the domestic market, most of them are foreign. At the same time there are huge prospects for the development of the Ukrainian product, as there are more than ten high quality modern systems automation of hotel and restaurant management, at why some of them are not adaptations of foreign systems, but original developments of Ukrainian companies and therefore the most adapted to the conditions of Ukraine. Such systems include: "Bread-Salt", "Hotel", "ASTOR: "Restaurant 4.0

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Prof.", "1C-Parus", "Parus-Restaurant 7", "Magia", "Strykh-M: "Restaurant", "B52 Restaurant", "SmartTouch", "ProHotel", "SuperHotel".

Service automation capabilities have been acquired comprehensive in nature and cover all processes of hotel operation and relations with guests. As in the whole world, and in Ukraine, the use of modern AITs becomes a means of competition for hotels. The most famous companies that offer comprehensive hotel IT automation software are: "Inter Hotel", "Lodging Touch Libica", "Intellect Service" (Best Pro) "UCS-UKR", "Galaxy", "CITEK". These companies offer their software product and service.

Implementation of computer management systems in Ukraine hotels (Property Management System/PMS) based on western technologies began with the appearance of high-class hotels, many of which operate according to corporate rules, that dictate "loyalty" to one or another system [79, c. 16, c. 19].

To date, hospitality enterprises use several programs for hotel enterprises: "Fidelio", systems of the "golden four" of the GRS, "SAHARA", "Lodging Touch", "Horse 21", which are also characteristic of world hotels, as well as "Sinemex-Hotel", "Ining-Hotel", "Edelweiss". The correlation between the number of hotel projects of different brands implemented in Ukraine is presented in Figure 3.

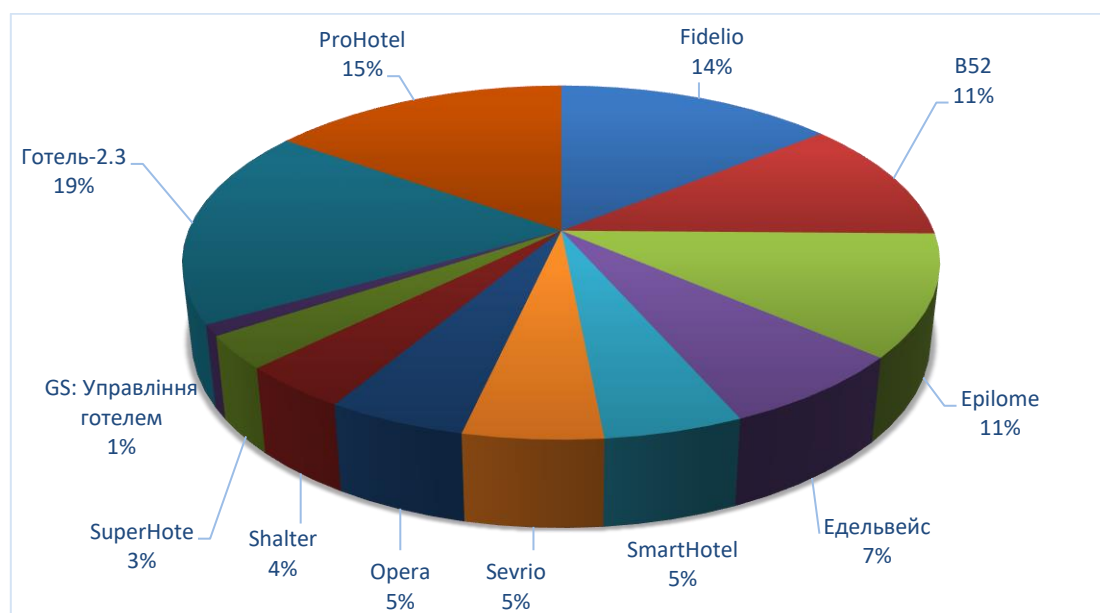


Fig. 3. The most popular hotel automation systems in Ukraine

**Source: created by the author based on [84]*

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Among Ukrainian hotels and other means of accommodation such systems are actively used, as a rule, by new private hotels, hotels that meet all the requirements and quality standards of European service and are aimed at foreign clients. They are forced to use the reservation and payment systems used by foreigners. Rest participants of this market, including consumers of travel services this scheme of work is used quite lazily. Therefore, there are several reasons.

The cause of mistrust and fear. Many companies of the tourist market distrust the operation of such systems, giving preference to "live" communication between managers of agencies and hotels, as well as Internet communication tools. There is a reluctance to work with such systems due to the fact that their operation seems difficult, as well as due to the need for long-term training, etc.

Underdeveloped modern payment systems. Here, first for that's all, it needs to be said about the limited use of credit cards, electronic payment systems, and remote systems banking. On the one hand, this is due to the fact that banking the sector of Ukraine is just being formed, which, in turn, is responsible for the cost of their services and their range. This especially applies to the use of remote control systems for spa operations. On the other hand, the problem, again, mainly lies in distrust of such payment systems due to the existing opinion regarding the insufficient provision of their functioning.

The number of Ukrainian accommodation facilities and tourist services represented in the system is quite small. This situation is created primarily under the influence of the factors listed above, as well as due to the rather high cost of ownership and maintenance of such systems. Moreover, they usually used with various automated systems management, which is also not a cheap acquisition.

In addition to the obvious advantages provided by the use of information technologies in the hotel business, there are many problems caused by the requirements for the conditions exploitation and competent use, as well as the underdevelopment of the Ukrainian information technology market. As for the legal protection of modern information technologies and programs, in Ukraine this issue is taking shape quite

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

painfully. Yes, Ukrainian law upholds the copyright of any product, including IT, however clear the legislative framework still practically does not exist today.

Protection of intellectual property rights remains a problem for Ukraine. The state has great potential in the field of high technologies. But some companies just don't want to invest money in it because they reasonably believe that their copyrights will be violated and their intellectual property stolen.

Experience in many places shows that those countries that have adopted effective laws on intellectual property and are ready to fight unlicensed products Domestic enterprises, facing problems in ensuring the competitiveness of tourist services, they still inefficiently use produced by foreign countries tourist companies use tools of modern information technologies.

In the developed countries of the world at the same time, complementing one another, there are changes in information technologies and tourism business, in contrast to Ukraine, where such transformations are characterized by a lack of coherence. In connection with this, the process of IT implementation in the activities of subjects Management of tourism in our country is faced with a number of main problems [91].

Weak communications. Most sites of tourist companies are used as information and advertising a channel that provides up-to-date information that is constant is updated but the conducted studies show that only a small part of tourist companies of Ukraine have own site In others, it is absent at all or from the moment creation has not been updated and contains outdated information.

In addition, the websites of travel companies have a relatively limited amount of information and are of the same type. Insufficient level of training of information technology managers and low information literacy. The main problem when installing software at domestic tourist enterprises, in addition technical issues, there is insufficient qualification of personnel. The majority of workers in the tourism industry have humanitarian education, which causes certain difficulties in working with computer and the Internet. Employee training or Hiring professionals requires additional financial resources funds Not all tourist companies of Ukraine can afford to keep IT specialists on staff.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Most of the Ukrainian travel companies give incomplete, inaccurate and outdated information to customers on their sites regarding the location of the hotel or boarding house (very often there is no information about the location of objects and their distance from the sea), about the cost of services.

Significant deficiencies in the booking and reservation system hotel rooms. The system of room reservation, when a tourist rents a room in a hotel (four-, three- or five-star - as specified in the price), but does not know the name of this hotel until arrival. Such a system is called differently by different operators: Roulette, Tez-Express, etc. Many operators prefer such a system because it allows a lot save the budget for the trip and live in a nice place hotels, but most often the result does not live up to expectations a tourist.

Absence of a state electronic security system subjects of tourist activity with operational information about demand, supply, prices, tariffs, etc.

However, under the influence of global integration processes, the orientation of our state's foreign policy on cooperation and partnership relations with the countries of the European Community, Ukraine is still becoming more recognized as one of the European tourist centers. This imposes certain requirements on the level of service, including the convenience of purchasing tourist services.

Thus, it can be argued that despite restraining factors, the introduction of information technologies, Ukraine has great prospects, and the development of IT will take place simultaneously with the integration of the national tourism sector into the European and global economy tourism industry.

5.4. Advantages of creating your own travel company website

Tour operators and travel agents use the potential website by booking tickets, selecting tours for customers and using your website as an electronic business card. You are using the advantages of Internet technologies, tourist the company, confidently and successfully works today, laying the foundation of tomorrow's prosperity.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Table 1

Targeted queries in the search engine

Request	Number exact requests for August 2020 of the year in Yandex	Number of requests with this word for August 2020 of the year in Yandex
Tourism	1909	6426
Individual tourism	493	-
Beach tourism	307	-
Excursion tourism	1374	4234
Cruises	349	-
Bus tours	127	-
Medical tourism	735	2860
Ski tours	124	-
Holidays	243	-
Exotic vacation	408	-
Exotic tours to China	105	1018
Beach vacation in Vietnam	1047	2518
Beach vacation in Indonesia	154	-
Beach vacation in China	3667	10903
Beach vacation in Malaysia	1042	-
Beach vacation in Ukraine	388	-
Beach vacation in Thailand	318	-
Beach vacation in Singapore	102	-
Beach vacation in Fiji	139	268
Beach vacation in the Philippines	924	5154
Beach vacation in South Korea	306	-
Business tours to China	199	-

**Source: created by the author based on [88]*

A travel agency receives a number of advantages when creating a website, namely:

- significant cost savings compared to printed ones editions of catalogs;
- reducing the time it takes to inform customers about new vouchers;

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

– reduction of costs for establishing branches and representative offices, information about vouchers can be presented in different languages and monetary units of measurement;

- receipt of orders and invoicing for completed operations in electronic form, as well as carrying out online payments;

– reduction of financial and time costs for trial marketing of product prototypes;

- due to the global nature of the Internet, the travel agency gets the opportunity to work on international markets with minimal costs expenses;

– reduction of costs for maintaining a large office;

– availability of a database of clients and orders updated in real time;

- simplification and automation of managers' work.

According to Yandex statistics, with the word "individual" in the last month there were one hundred and fifty-three thousand requests in Yandex, and the exact request "Individual tour" for a month responds to twenty-two thousand requests.

To find out the number of target audience in search engines the following targeted queries were allocated to the systems, with a search engine with a demand of at least one hundred requests per month. Table 1 shows the number of requests in Yandex for August 2020 (demand in other search engines make up no more than one third from demand in Yandex).

All with the above words and phrases in Yandex in August 2020 there were more than thirty-seven thousands of requests.

Banner advertising of tourist products firm Image (media or banner) advertising of goods on the Internet always justifies itself when the product is unfamiliar or unfamiliar to network users. However, CTR (click throughrate - the ratio of the number of clicks on the banner to the number of its impressions, measured as a percentage) of banner advertising, as as a rule, it does not exceed one percent (with a successful and professionally designed banner with an attractive but non-binding storyboard/picture).

The most effective placement of banners is on thematic ones sites of the network that match as accurately as possible topics of the advertised product. Only in this way optimization of advertising costs is ensured, in this case case minimization of

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

accidental clicks and unnecessary impressions to those users who are not interested in the product which advertise

For a travel agency, the largest target audience of the network is found on business-related resources.

It can be assumed that targeted traffic can be provided from sports resources, but this is not the case. The most popular sports resources on the network are quite densely occupied advertising of competitions, and their target visitors enter mainly to find out the results of the matches, get acquainted with the state of the tournament tables, team compositions and others. That is, this is not the visitor who is interested in searching for the tool, advice or product he needs. Such a visitor most likely, he will be on sites whose topics are related to medicine in one way or another.

Thematic advertisers, statistics of visits to the sites are given according to Rambler statistics.

1. Advertising on TuristUA.com. The TuristUA.com site has almost two with half a thousand visitors on the main weekday pages and almost three thousand visitors on a weekday the entire site (on weekends, visitors to this site at two times less).

Prices for advertising on TuristUA.com (all prices are given in hryvnias for one month, including VAT):

- informative article on the TuristUA.com website - UAH 800;
- text advertising block (fifty characters) on the main page TuristUA.com site page – UAH 3,300;
- a 420x130 banner on the main page of the TuristUA.com website – 5700 hryvnias (placed in the center of the page above "New articles").

The banner with the size of 468x60 pixels is placed at the top of the market. Banners 166x100 are placed on the right and left on page. Accordingly, the first position means that the banner is located at the top of the right (left) column, the second position means that the banner is at the foot of it, etc.

The minimum term for placing banner ads on this resource is one calendar month.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

2. Advertising on www.061.ua. The site www.061.ua has up to eight hundred visitors to the main page on a weekday until one and a half thousands of visitors on a weekday throughout the site (at the end of the day, there are two times less visitors on this site).

Banner advertising on the site costs from five hundred hryvnias to one thousand two hundred hryvnias per week without VAT, depending on the size of the banner and its location on the site pages. WITH taking into account the places of placement, the cost of advertising on this resource will cost from five thousand hryvnias (including VAT).

3. Advertising on www.turportal.com.ua. Website www.turportal.com.ua has up to seven hundred visitors on a weekday pages and up to four thousand visitors on a weekday throughout the site (on weekends, visitors to this site in one and a half times less).

Considering accommodation services in just one week and without overlapping shows, we have advertising expenses on this site for a week equal to six thousand hryvnias (with VAT). This resource offers a fairly wide range of services for at least one thousand hryvnias per package (including contextual advertising and payment for clicks), so it is advisable to highlight additional one thousand two hundred hryvnias (including VAT) for additional advertising on this resource.

4. Advertising on www.otpusk.com. The site www.otpusk.com has to two thousand visitors on a weekday to the main page and up to two and a half visitors on a weekday on the entire site (on weekends, visitors on this site are at one and a half times less). According to Rax.ru statistics, the site has more than three unique visitors per day.

The budget of the project of promoting the tourist product "Gamalya" on the Internet. Paid contextual advertising. Placement of paid contextual advertising through the Yandex auction.Direct.

Estimated budget for contextual advertising in Yandex. promoblocks. Prices in hryvnias for placement in Yandex problocks in issuing search results by request: total

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

five places, the first four - guaranteed impressions, the fifth - dynamic impressions in the general queue per minute, at the price of five UAH per click.

The price of a click is more than twenty hryvnias is unprofitable from the point of view of total costs for all traffic from contextual promotional blocks - the maximum traffic you can get on the topic of interest - one thousand two hundred events per week. At an average price of twelve hryvnias per click (it is possible to compete for the first places, but without spending too much) per week for paid contextual advertising on Yandex, no more than two thousand hryvnias should be spent.

The minimum price per click on Begun.ru is three hryvnias (twice less than the price of a Yandex. Direct click) and this broker also offers a paid auction scheme and the placement of thematic advertising. On average, it is advisable to spend no more than a thousand hryvnias per week on Biguna.

Begun.ru's audience coverage is quite wide - among its platforms are well-known and visited portals (mail.ru, izvestia.ru and others, including medical resources), while the placement of advertising turns out to be quite profitable - the payment goes for clicks, and the breadth of audience coverage justifies all your spending.

Up to the amount of UAH 2,000. plus UAH 1000 (Yandex.Direct + Begun) it is necessary to add a budget for a specialist who composes and places contextual ads, and also follows the most worthy (with a good ratio of the number of clicks / quantity impressions) by placing advertisements according to the players' positions on Yandex.Direct and Begun auctions.

Promotion script development. Creative: answers to questions, meaningful part of banners (competition/lottery, etc., media methods of attracting the network user to the advertised product), development of the path through the user's site that came with media advertising, necessary programming - 4500 UAH.

Final analysis of project profitability. Analysis of visits to the site by visitors who came to the site in context advertising and media, preparation of a report on promotions - UAH 1,500.

The total cost of the promotion: lower limit: UAH 22,560, upper and optimal limit: UAH 35,980.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Practical recommendations for a travel agency website:

- low ranking in search engines - for attraction for a larger number of customers, it is advisable to conduct additional measures to promote the site on the Internet. Namely, get the services of an seo company as soon as possible;

- outdated site design - taking into account the level of a travel agency it is necessary to carry out a global modernization of the site, for creating a more modern and presentable look.

Change the fonts used on the site:

– the color scheme on some pages does not follow the general design of the site at all;

- vague form of search on the site - if the client wants finding a specific tour or other information can cause difficulties. Therefore, it is necessary to change the search form;

- the navigation system is not clear enough - for example, clicking on "Airline tickets" leads to a page where the user can get information about various booking options, which does not quite correspond to the name.

Online tourism nevertheless becomes one with itself popular markets, almost 65% of purchases are made via the Internet. In two or three years, those companies that are ignored today will not be competitive on the market Internet technologies.

The use of information technologies in tourism is connected with the use of the global Internet; local computer networks; applied automation programs for the formation, promotion and implementation of tourism product; local automation of the tourist office.

The future of tourism is based on applied tourism office automation systems that can ensure independence of work, a high degree of information protection, on-line exchange of information with various participants of the tourism market, integration into booking and reservation systems, and also to the global Internet.

Today, tourism has become an established phenomenon in the everyday life of almost a third of the world's population. In many countries and regions, tourism is the main source profits It is simply impossible to imagine the tourism industry without

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

innovative technologies. After all, these are exactly the measures that have quality novelty, and lead to positive changes, ensure sustainable functioning and development of the industry in the regions.

Innovations in the field of tourism are responsible not only for the development of the industry to which they are applied, nowadays it is even impossible to imagine the operation of a tourist enterprise without using advanced technologies. They are directed to create a new or change an existing product, to improve transport, hotel and other services, development of new markets, introduction of advanced information and telecommunication technologies and modern forms organizational and managerial activities. After all, they are innovative technologies in tourism do not "stand still". This industry is characterized by dynamic rates of development, introduction new technologies and standards that should always be addressed attention.

Innovations in tourism should be considered as systemic measures, which have qualitative novelty, which lead to positive ones shifts that ensure sustainable functioning and development of the industry in the region. Innovations mean the profitable use of innovations in the form of new technologies, types of products and services, organizational, technical and socio-economic solutions of production, financial, commercial, administrative or other nature.

The information technology revolution has changed the nature and methods of doing business. Using the possibilities of technical exchange today makes it easier and faster to create and sell packages of services to consumers, solve problems financial and operational management, marketing planning, increase competitiveness and the number of taxes.

The restaurant industry, as a branch of activity, contributes to the satisfaction of one of the basic human needs - food. These human needs are not limitless, the scope of their satisfaction clearly defined by physiological norms. From the right one normal development largely depends on nutrition of the human body, physical condition, work capacity, resistance to infectious diseases, etc. Therefore, the task restaurant business is to put nutrition on a scientific basis, improve its structure and ensure its rationality.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Today, many restaurateurs are actively looking for new lines of business development through its diversification. Growing competition and a high level of rental rates on premises, especially in large cities, change the usual development strategy for companies. The cost part of the business is increasing, so the steps of companies are becoming more rational: they no longer seek to capture any place in center, as it was done before for the purpose of advertising, and calculate the economic efficiency of each step.

The experience of prosperous companies in countries with a developed market economy and domestic enterprises in the field of public catering suggests that the basis of economic stability and successful operation of enterprises is the study of the factors that determine demand and the formation of the most optimal offer of services and assortment of products. In this case, we are talking about the problems of finding the most effective methods of management both of a separate catering enterprise or their network, and in a regional one scale.

At the same time, it became obvious that the country was reorienting from industrial production to the service sector, and catering brings a lot of money to the budget, becoming an important part of the economy. In this regard the field of public catering is one of the most attractive objects, and the study of the restaurant business market as a basis for decision-making by food enterprises, for the development of measures to improve their efficiency activity

Rapid development of information technologies and computers have spread to almost every field of activity, including service industries, accounting, banking, and retail, and also the hotel business. Modern technology is becoming more and more available and becomes cheaper in the use of conventional means of automating human labor, and with the increase in the cost of labor employees in hotels may have opportunities for savings significant New technologies accelerate related processes with activities in hotels - when responding to guests, bureau agents travel agencies and tour operators who make inquiries about the availability of rooms, when making a reservation, when contacting reservation with guest registration, guest charges and final settlement of accounts.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The possibilities of using Internet resources are shown in a tourist enterprise. The Internet allows tourism organizations to gain access without much cost to larger groups of consumers in order to transfer specific information about the offered products and their organization of sales, to reliably distribute complete and detailed information about their activities, to quickly and effectively adopt customer applications and make reservations for the necessary services, reduce the costs of production and distribution of printed products, speed up and simplify interaction with partners in the market.

The use of computers allows firms to create internal reporting systems capable of providing information support for decision-making. In the computer customer data, amounts received from each are stored the client, the amount of expenses, all the necessary information from the tour. Essential the element on which the reliable functioning of the entire operational system of the travel agency will depend is informational a center that will ensure unification of supply processes, consumption and production, turning them into a single highly efficient system. This will allow in conditions of rapid change needs and wishes of customers on the market of tourist services, promptly and flexibly adapt the operating system (movement of labor, information, material and financial flows) to individual needs of different customer segments. Also this will provide an opportunity to minimize production costs services and will significantly reduce service time and delivery of goods, speed up the process of receiving information by various services and increase the level of service. Summarizing, we can confidently say - every day brings new and even more optimistic predictions about the role of innovative technologies in tourism. Effective automated information and technology management is this a key link in increasing economic efficiency and improving the quality of services. Therefore, for quick and error-free control, full analysis of the existing situation, speed and completeness of customer service is inevitable and the use of innovative technologies becomes indispensable. Automation of various processes is achieved through the integration of various information technologies, the purpose of which is to increase the efficiency and productivity of travel agency employees, and provides huge potential opportunities for increasing the efficiency of travel agency management.

5.5. The image of the tourist enterprise

An important role in the communication process is given to the creation of a positive image of a tourist enterprise and (or) a separate product. In a broad sense, "image" means the concept of "image". However, there is still a specific method that is "made up" and introduced into the mass consciousness as a result of "image-building" (according to American terminology in translation from English - creating an image, forming an image) to achieve certain goals.

Image is a purposefully created image of a tourist enterprise and (or) product among target audiences. Image is a tool, first of all, of propaganda and advertising. A positive image increases competitiveness in the market; attracts consumers and partners, accelerates sales and increases their volume, facilitates access to resources (financial, informational, human, material) and conducting commercial operations.

To understand the essence of the image, it is necessary to understand a number of the following terms:

- vision is a presentation of the tourist enterprise about the surrounding reality - real or future;
- corporate mission - socially significant status, socially important role of the enterprise, strategic tool, identifying the target market;
- corporate individuality is the values, judgments and norms of behavior that are shared in the company;

The formation of the image consists in ensuring the agreement of the real advantages of the firm / product (for example, the quality of tourist services) and the advantages brought by specialists (such as the image of the firm, product), taking into account the criteria, norms and preferences of consumers, as well as the state of similar services of other manufacturers.

Thus, the tourist enterprise should strive to ensure that its image in the minds of target audiences corresponds as much as possible to the image constructed by specialists. A number of consequences follow from this general position, which can be called the principles of forming a positive image of the company.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

An image is created for quite a long time, its creation requires great efforts and funds. Therefore, when creating an image, the tourism firm must continue to make efforts to maintain this image. Achieving this goal creates a favorable basis for building customer preferences.

Corporate style is a combination of color, graphic, verbal, acoustic elements that are used to identify the product, tourist services of this company and allow to distinguish the company's products from the total mass of similar products of its competitors.

The main functions of corporate style are to provide its owner with the following advantages:

- helps the consumer quickly and accurately find the product of the company that has already won his favor;
- allows the company to introduce its new products to the market with the lowest costs;
- increases the effectiveness of the company's advertising activity;
- reduces the costs of forming communications as a result of increasing the effectiveness of advertising;
- ensures the achievement of the necessary unity of goals and other means of marketing communications of the firm;
- contributes to the strengthening of the corporate image.

In general, corporate style is one of the main means of forming a favorable image of the company, the image of its brand.

A trade mark (TM) is a registered pictorial, verbal, three-dimensional, sound designation or their combination that identifies the goods or services of the owner of the trademark from all others.

Other used names of the trademark: service mark, trademark, trademark, from the English trade mark. In practice, the concept of a trademark is often confused with a brand (trade mark), which is not entirely correct, because the concept of a brand is broader, since it additionally includes: the product or service itself with all its characteristics, as well as a set of characteristics, expectations, associations perceived

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

by the user and attributed to the product (product image, brand-image). Usually, only a very well-known trademark that has proven itself in the market is called a brand.

The following main types of trademarks are distinguished:

- verbal, which can be registered both in standard writing and in original graphic design (logo);
- pictorial, representing an original drawing, company emblem;
- three-dimensional (three-dimensional);
- combined, which is a combination of the above types.

Verbal and pictorial trademarks, as well as their combinations, became the most widely used. The most widespread are verbal ones, which account for up to 80% of all trademarks in the world. However, pictorial signs are easier to perceive and easy to recognize.

Today, most companies working in the field of tourism are difficult to distinguish from each other. The analysis of the existing names of tourist companies allows us to say that the majority of company names contain such components as "tour", "turi", "travel", "Travel", "Intour", "voyage", etc. Moreover, most similar names are unprotectable.

The advertising function of a trademark consists in the fact that it becomes an object of advertising, that is, it is used on signs, souvenirs, printed publications, decoration of exhibition and service premises, etc.

Here are a number of recommendations regarding the use of trademarks in advertising, documentation, publications, etc.:

- the trademark should always be highlighted. To do this, it must be written either in quotation marks, or in capital letters (for example, "Treviv" or TRAVEL, but never simply: Travel), or in italics, bold, original (handwritten) drawing, etc.;
- one should follow a single method of selection and demand such selection from journalists and publishers of advertising and other texts;
- if the trademark is registered in several designs (for example, stylized and ordinary), then in advertising, prefer to use the stylized designation as expressive, figurative, memorable.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

- the trademark does not change. The change provokes to approach the trademark not as an individual, special designation, but as a generic name;

- the trademark should not be used in advertising in such a way that it means something other than what it directly means.

The function of guaranteeing the quality of a trademark is to ensure a close relationship between the trademark and the quality of services of a tourist enterprise. As soon as this connection is broken, the sign turns into a tool that pushes consumers away from the tourist products offered by the firm.

The individual function of a trademark is to identify a tourist product and company on the market. The protective function of a trademark is that it is verified by a certificate (registered), protected by the state and has the property of being the exclusive property of the owner, who also has the right to prohibit the use of the registered trademark by other persons. *

Many enterprises do not understand the difference between the registration of an organization and the registration of a trademark, which sometimes leads to very unpleasant consequences.

The performance of all these functions increases the competitiveness of products / firms and facilitates their positioning on the market. Thus, 60% of buyers associate trademarks with high quality of goods, 30% with high quality and popularity of the company, and 10% do not pay attention to trademarks at all.

Logo (brand font inscription) - an original drawing or abbreviated name of a company, a group of products of a given company or one specific product. As a rule, the logo consists of 4-7 letters. In the tourism business, logos are used only in relation to the producer of tourist services, that is, in relation to the firm itself.

Brand block is a traditional, often used combination of several elements of corporate style. For example, a pictorial trademark (brand emblem) and a logo. Sometimes the block includes a company slogan (slogan).

Slogan - corporate slogan - from the Gaelic sluaghgairm (sluagh - enemy, gairm - call, battle cry during war), is a constantly used corporate original motto, appeal, title,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

aphorism. The main requirements for a slogan are its brevity and the promise of meeting the needs of consumers. Some slogans are registered as trademarks.

One of the components of the overall image of the company is the corporate color (colors), which makes the elements of the corporate style more attractive, better remembered, allowing to make a strong emotional impact. As an example of the use of corporate colors, the restaurant chain "McDonald's" (red and yellow) can be mentioned.

A brand set of fonts can contribute to the formation of a corporate style, emphasizing various features of the brand's image.

The following constants can also act as branded elements:

- company logos that have not received legal protection and are not trademarks;
- original signatures and icons - abstract graphic symbols (for example, indicating the placement of services in the office of a tourist enterprise);
- certain internal company standards. For McDonald's restaurants, for example, this is the speed of service, the cleanliness of the halls, the impeccable courtesy of the staff, etc.;
- publication format. A certain original format can be applied to all printed products, which helps to better recognize information and advertising materials.

Special attention has been paid to the formation of corporate style (FC) in recent decades. Sometimes the term "branding" is used to denote this concept.

Branding is a technology for creating and promoting branded (branded) tourist services, an activity to form a long-term advantage of a tourist service, based on increased influence on a selected segment of consumers.

Currently, there is no consensus on when it is necessary to develop one's own corporate style - immediately, as soon as the company is formed, or in the process of accumulating a sufficient amount of funds and establishing stable areas of activity.

Having just started its activity, the company is not able to cover the full extent of such a phenomenon as corporate style. However, starting to operate on the market without certain attributes of corporate style, the company will miss the necessary time, delaying the formation of the image of the company in the consumer.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

When forming a corporate style, it is first necessary to create a certain image, and then to develop the components of the corporate style, to make certain carriers of it. As a carrier of the corporate style of a tourist enterprise, the following elements can act: administrative elements, advertising, TV and radio advertising, printed and outdoor advertising, advertising souvenirs, documents, exhibition stands, etc.

The process of creating brands and managing them consists of a number of stages presented in fig. 4.

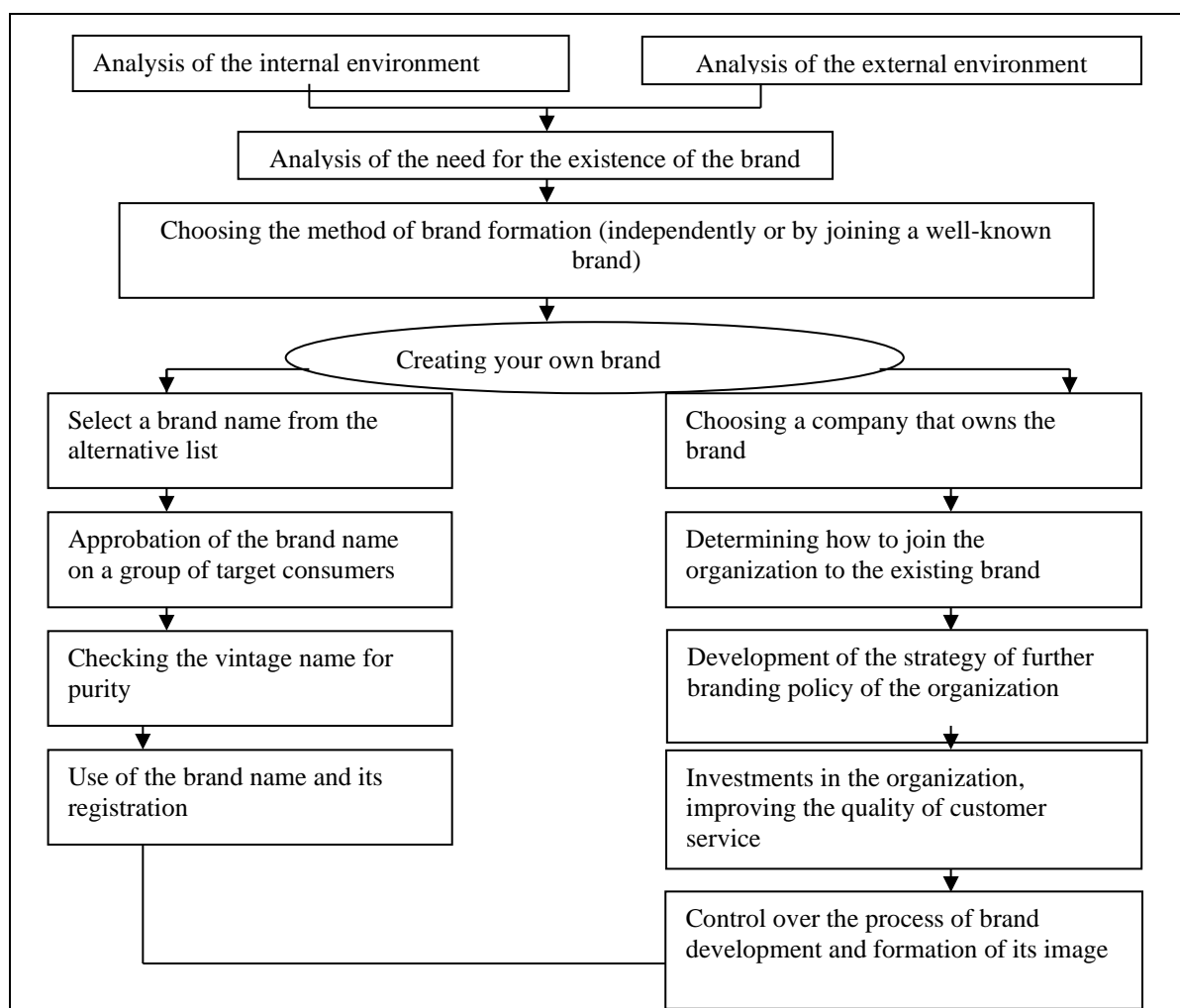


Fig. 4. Brand management process in organizations of the tourism industry

The primary task facing the company is to resolve the question of the feasibility of creating a brand, because despite the advantages of having a brand in the organization, its creation requires significant costs, which leads to an increase in the price of the organization's services.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

At the stage of choosing a method of forming a trademark, it is necessary to decide whether it will be the creation of your own brand or the use of an already existing one. In the event that a tourist enterprise decides to create a trademark on its own, the main task facing the management is to choose from an alternative list of the most prioritized names, check it for memorability, recognizability, expressiveness, consumer loyalty to it etc. It is also necessary to make sure that the selected brand name is not registered by another company. If it is "pure", it is necessary to protect your name from competitors by registering a trademark.

Creating your own brand is a rather complicated, lengthy and expensive process that only large tourism enterprises can handle. Due to the fact that the tourism industry is mainly dominated by small companies, they are more inclined to use already existing well-known brands. A trademark is generally attached in one of the following ways:

- conclusion of the franchise agreement;
- signing a management contract;
- combination of franchising and management contract;
- acquisition of a patent (license) for the use of a trademark;
- conclusion of strategic marketing alliances.

When buying a trademark of a tourist enterprise, it is necessary to make a choice in favor of one or another brand, as well as to agree on the cost of the contract.

After choosing a brand name, the company develops a branding strategy, which may consist of the following:

- expansion of the product line implies that the brand name is extended to new products supplemented with new qualities within the same product category. In this case, services offered under a well-known brand have more opportunities for successful implementation;

- expansion of the boundaries of the trademark is the extension of the brand name to new goods from another category. This strategy has similar advantages to the previous one. The risk of implementing this strategy is that the new service may disappoint customers and harm the company's other services. In addition, the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

weakening of the trademark may occur due to the fact that consumers will stop associating the brand with a certain product;

- multi-brands - this is the use of different brand names for goods of the same category in order to highlight different properties of the product or taking into account the specifics of consumer motivation. The disadvantage of this strategy is the distribution of the company's resources at once to several brands, each of which occupies a small market niche;

- introduction of new trademarks for new product categories. The main disadvantage of this strategy is large financial investments;

- combined trademarks are a combination of two or more well-known brand names. The essence of this strategy is that each of the brands attracts additional buyers to the product.

Each of the considered strategies has its advantages and disadvantages, however, currently, most tourism enterprises use the strategy of expanding the product line, which in turn is divided into:

- pulling down - supplementing the product line with tourist products at low prices;

- pulling up - supplementing the product line with tourist products at high prices;

- stretching the product line in two directions - supplementing the product line with tourist products at both low and high prices.

The creation of a strong competitive brand requires large investments in marketing activities, in improving the quality of customer service, in the material and technical base of the enterprise, as well as constant control over the development of the brand and the image of the tourist enterprise.

Currently, due to the low loyalty of buyers to one or another brand and the similarity of products offered under different brands, enterprises of the tourism industry increasingly understand the need to create a competitive brand that reflects the value, culture and individuality of the tourist services of one or another company.

5.6. Agro-tourism complexes of the Vinynat region in the context of the green European course: development vectors and perspectives

In the context of current events in Vinnytsia region, the situation of the tourism industry is extremely difficult. This applies to both domestic and foreign tourism. Starting from 2014, the military events in the east of the country, in 2019 the tourism of the country as well as the world was paralyzed by the Covid 2019 pandemic and today is a full-scale war in Ukraine. All this is an obstacle to the development of the tourism industry, but representatives of the tourism industry cite the examples of Israel, Montenegro, Romania, Georgia and other countries in which the revival and formation of this industry began either during military operations or after their end [90]. The current attention to Ukraine on the part of the whole world can also be used with benefit for the development of tourism, spreading information about our history and culture, and not only about military actions [90].

Tourism is not only one of the branches of service in the country, but also its image. Currently, Ukraine is in the epicenter of the world's attention. During the war, about 6 million citizens of our country emigrated from the country to different parts of Europe, many of them in the future will have the opportunity to demonstrate the hospitality of our land to the citizens of the countries that sheltered them. Emigrants have the opportunity to share information about our history, culture, and tourist routes of Ukraine. That is, even the tragic situation that has developed in our country can be used to create interest among foreign tourists. For this purpose, it is possible to propose the organization of Ukraine days in EU countries, for example, at embassies [90].

One of the priority areas in Vinnytsia region of domestic tourism development is "agrarian" or "rural, green" tourism. Since, some part of tourists, who are sometimes difficult to surprise with something, increasingly choose the countryside as a place for their vacation or weekend. In addition, at present, many urban residents have become immigrants in rural areas. It is here, staying in a rural house, that both immigrants and tourists have the opportunity to get acquainted with the rural way of life, culture, local

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

customs and traditions, try their hand by working in the field and, thus, fully participate in rural life [19 , p. 85].

During the last decade, this type of tourism was actively popularized in Ukraine, which led to the territorial expansion of agrotourism estates. According to research by the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine, there are about 1 million 250 homesteads (households) in Ukraine that can provide rural tourism services, while approximately 2,000 homesteads advertise their offers on Internet resources [89, p.9].

Motives for creating agro-tourism estates in rural areas are, first of all, obtaining additional income, and sometimes it is the main source of income for villagers. At the expense of the provision of accommodation and food services, the creation of animation and entertainment services for the leisure of tourists through familiarization with the lifestyle and culture of a particular rural area. Today, in addition to coziness, vacationers are looking for safe places to stay, which is exactly what agricultural estates are becoming. Therefore, agrarian (green) tourism has every opportunity to declare itself as a unique Ukrainian product of the international tourism business.

The restraining factors of the development of agrarian tourism are economic, namely the lack of funds to create proper living conditions for picky tourists who are used to comfortable conditions; legal - the legal insecurity of users of services of agricultural estates, the absence of a clear legislative framework, as well as infrastructural factors that provide for high-quality transport connections between rural and urban areas (Fig. 4).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

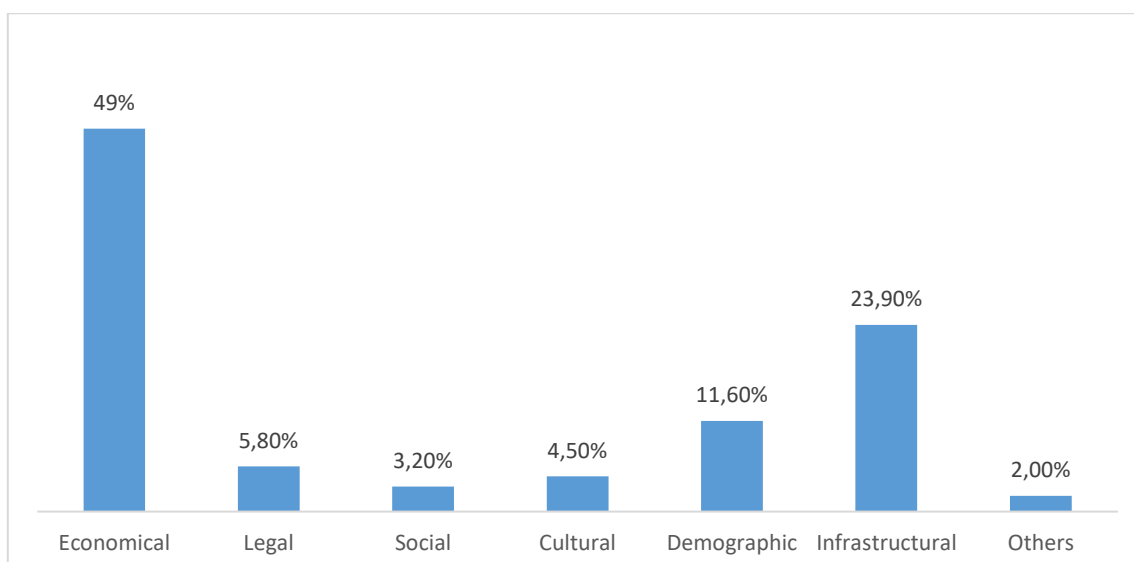


Fig. 4. Restraining factors for the development of agricultural estates in the Vinnytsia region

**Source: created by the author based on [96, p. 96].*

The largest number of visitors to agricultural estates is usually in the summer, more than 50%. During this period, the vacation season begins, during which the owners of rural estates have more offers for tourists to spend their leisure time (horseback riding, picking berries and mushrooms in the forest, fishing, beekeeping - participation in collecting honey, swimming in local rivers, lakes, ponds, etc.) . At the beginning of its existence, rural tourism was generally positioned as a summer recreation for the urban population. With the development of recreational complexes, the rental of private housing of peasants began to acquire a commercial character. Today, this is a legalized form of tourist services that needs recognition on the international tourist market.

The stay of tourists in agro-tourism complexes has a short-term and a long-term stay (Fig. 5).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

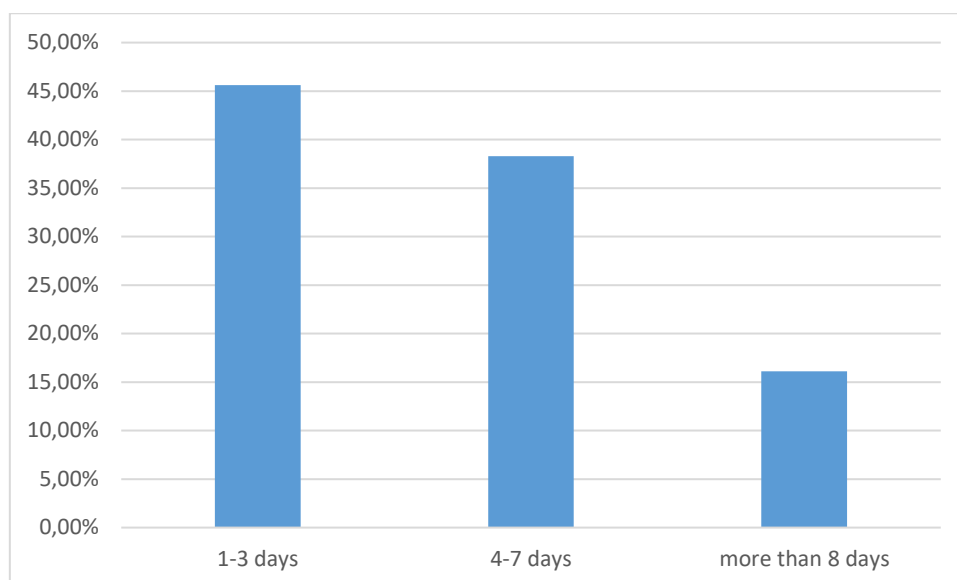


Fig. 5. Duration of stay of tourists in agro-tourism complexes per year on average, days

**Source: created by the author based on [96, p. 97]*

To meet the needs of tourists in housing, mainly the own houses of the villagers are used (more than 70%), as well as specialized buildings in the form of cottages, boarding houses and hotels with available catering establishments. As you can see, the private sector occupies a significant part in the structure of rural tourism services, therefore it requires legalization at the state level in order to popularize this type of tourism.

Today, most of the peasants' housing is categorized as agro-housing, this guarantees proper service and quality of services according to the category of housing, and the price policy of the agro-tourist housing is gradated depending on its category. Ukrainian tourist agro-resorts use 4 levels of categories, namely: basic, first, second and third. In addition, categorized houses use identification signs - logos, which depict a traditional Ukrainian homestead with the appropriate number of flowers (1, 2, 3 levels of the farmstead category). This is evidence of quality and ecological recreation in the countryside. In the basic category of agro-settlement, there is no flower on the logo. The use of logos made it possible to recognize rural tourism not only on the domestic tourist market, but also on the international one.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The Union of Rural Green Tourism of Ukraine contributed to the implementation of the European experience of categorizing rural estates. The purpose of this program is to certify the environmental friendliness and safety of agro-tourism estates by providing them with a certificate for the quality of the services provided. Such measures contribute to popularizing rural green tourism and increasing its competitiveness at the European level. The availability of recreation, the hospitality of the owners of agricultural estates, the ecological nature of the environment, the peculiarities of gastronomy and authenticity made this type of tourism attractive for the urban population. This is confirmed by a social survey of vacationers, namely: satisfaction with everyday living conditions from 40% to 60%; food - within 50%; level of services provided - 60%.

The conducted researches of statistical data and various sociological surveys confirm the awareness of tourists about the variety of services of agro-tourism estates and their satisfaction with their quality. This provides a basis for asserting the value and prospects for the development of rural green tourism.

Therefore, in today's conditions, the development of agro-tourism services, even at the international level, is more relevant than ever. This direction is recognized as a priority in the national "Strategy for the development of tourism and resorts until 2026". In this case, attention should be focused on those European countries in which our emigrants are today, and informational and educational activities should be carried out there on the possibilities of recreation within the borders of Ukraine, in particular in agro-tourism estates in peacetime. Moreover, citizens of countries bordering Ukraine, such as Hungary, Poland, Slovakia, and Romania, already have some experience of staying in Ukrainian villages and getting to know local traditions. By implementing certain marketing tools, such as disseminating information in the form of holding events dedicated to Ukrainian traditions and culture, participating in fairs of neighboring countries, providing advertising booklets about Ukrainian agricultural estates, it is possible to create a positive image of rural tourism on the international market.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The value of recreation in agro-tourism complexes in the post-war period may become the main one for domestic tourists. The main properties of rural green tourism: safe accommodation, ecological food, relative remoteness from mass gatherings of people, harmony with nature, peace and quiet are an advantage for individual and family recreation. In order to implement the development of rural estates, it is necessary to carry out a number of measures, such as the development of special punctures for the stay of tourists in agro-tourism complexes, licensing of relevant economic activities, after which obtaining a certain symbolic confirmation of the safety of staying in an agro-tourism complex and creating effective communication between the owners of agro-tourism complexes and their visitors.

At the same time, they are trying to interest the tourist in more qualified types of tourism, in particular, wine tourism (tasting homemade wine), gastronomic tourism (acquaintance with the peculiarities of cooking local dishes), cognitive and cultural tourism (ethnographic features of a particular area), ecological tourism (natural features of a territorial area) with the aim of continuing the term of his stay. Peasant farms, on the basis of which tourist routes for visitors related to the peculiarities of economic activity, are not left out. For example, organizing culinary festivals, learning how to make homemade dishes, participating in thematic events (pottery, handicrafts, Cossack competitions), etc.

In Vinnytsia, they started creating an online guide "Local tourism" with local curiosities of green tourism and various routes.

This is stated in the notice of the department of information activities and communications with the public of the Vinnytsia Regional State Administration, which Ukrinform has at its disposal.

"The Vinnytsia Regional Association of Local Governments together with the Vinnytsia tourist club "Bidniashka" and with the participation of the Vinnytsia State Administration has launched a project to popularize local tourism facilities, one of the goals of which is to create an online directory "Local Tourism", the message says.

It is noted that in order to collect information about interesting local tourist objects, the authors of the initiative sent letters to all the OTG addresses with a link to

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

the questionnaire, which is the basis for the directory. The received materials are processed and entered into the online resource.

The online directory contains sections that talk about "green" estates, museums, houses of prominent people, as well as craft production, protected areas and "places of strength" in the villages and towns of Vinnytsia. Also, from this resource you will be able to learn about Vinnytsia palaces and architectural monuments and interesting activities: festivals, holidays, art residencies and even extreme sports entertainment.

Currently, the site has more than a hundred articles about interesting objects from volunteers.

It is noted that people are actively interested in such trips and, at their request, several routes have already been developed, along which you can go both independently and with a tour club.

For example, the trip "Our Vinnytsia" involves a visit to the Podil cities of Shargorod and Bar, as well as the "Pink Palace" in the town of Chernyatyn. And the research trip "Ecological Trail" will take travelers to the amazing village of Stina in the Tomashpil district.

For fans of local tourism, the Vinnytsia Reserve route was developed with a visit to the Karmelyukovo Podillya reserve in the Chechelnytsky District and a narrow-gauge trip.

Chapter 6. Prospects for the development of integrated

6.1. Tourist potential of Vinnytsia region

The Podilsk economic region has a favorable economic and geographical position, determined by its proximity to the industrialized central region and the Polish, Carpathian, Southern economic regions and the Republic of Moldova. Important highways and railways pass through its territory, which contributes to the development of economic ties with all the main centers of Ukraine – Kyiv, Odesa, Lviv, Ivano-Frankivsk, Chernivtsi and the Dnipro centers – Dnipro and Zaporizhzhia.

According to scientists, the region has significant prospects for the development of the biotechnological industry, the production of laboratory and special industrial equipment, the production of environmentally friendly food products, and the introduction of new recreational and health technologies based on high-tech clusters.

The region also has tourist and recreational opportunities, the use of which can be improved by forming clusters of rural green tourism, production of folk crafts. Thanks to the presence in the region of qualified labor resources, raw materials for the production of construction materials, there are necessary opportunities for the formation of powerful construction clusters that can attract both large and small and medium-sized enterprises for construction both in the region and beyond.

In the modern conditions of globalization of the world economy, it is important to improve the process of attracting investments in economic activity, since this phenomenon is a guarantee of stable and effective development of the country's economy. An increase in investment resources and their effective use were and remain necessary prerequisites for the development of the state as a whole, as well as individual regions.

An important prerequisite for the intensification of investment activities and the inflow of investments is the investor's assessment of the investment attractiveness of the state or region. The Vinnytsia region has significant potential, in particular natural

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

resources, labor, production and cultural resources, which makes it possible to consider the region as an object for attracting both domestic and foreign investments [105, p. 371-375].

Let's consider the main aspects of the "Tourism Development Program in the Vinnytsia Region for 2021 - 2027". Adoption of the Program is due to the need to create a coherent and effective system, which aims to develop a competitive tourist product capable of maximally satisfying the tourist needs of both external and internal tourists, and ensuring, on this basis, the comprehensive development of territorial communities of the region, their socio-economic growth under the condition of rational use and preservation of ecological balance, historical and cultural heritage, etc.

Also, the issue of effective use of natural recreational resources requires a priority solution. World practice proves that income from tourism, under the condition of effective use of recreational potential, can become the main source of filling the budget of territories, and at the destination level - increase the level of employment of the population and ensure the growth of its income.

The creation of a number of tourist and excursion routes will allow to harmoniously combine attractive conditions of rest and travel to fully satisfy the needs of the most demanding tourists.

Vinnytsia region has all the prerequisites for the intensive development of domestic and foreign tourism, namely: features of the geographical position and relief, a favorable climate, a wealth of natural, historical-cultural and tourist-recreational potentials.

Vinnytsia tourist industry is gaining momentum every day regarding the further development of the potential in this area of activity, which makes it possible to further generate significant interest of both domestic and foreign tourists in the tourist attractions of the region [106].

Vinnytsia region is located in the forest-steppe zone of the central part of the Right Bank part of Ukraine. The Southern Bug River divides the territory of the region into two parts: the left bank, which belongs to the Dnieper Highlands, and the right

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

bank, the Podilsky Plateau. The surface of Vinnytsia is a raised plateau that descends in the direction from the northwest to the southeast.

Most of the territory of the Vinnytsia region is located within the boundaries of the Ukrainian crystalline shield. The complex geological history of the territory influenced the formation of the relief.

In the central part of the region, the South Bug River flows from the north-west to the south-east, and the Dniester River flows along the south-west border of the region. There are 204 rivers over 10 km long on the territory of the region. They belong to the basins of the Southern Bug (Zgar, Riv, Dokhna, Sob, Savranka), Dniester (Murafa, Lyadova, Markivka, Rusava, Nemia) and Dnieper (Ros, Hnylopyat, Guiva).

Forest-steppe landscapes are common in Vinnytsia. The forests are dominated by broad-leaved tree species: hornbeam, maple, linden, oak, ash. The herbaceous vegetation is characterized by great diversity. There are about a thousand species of wild plants alone.

In the Vinnytsia region, 1159 deposits and manifestations of 30 types of various minerals, dozens of peat deposits, as well as unique deposits of granite, kaolin, and fluorite have been discovered. A number of healing sources of mineral and radon water in the city of Khmelnyk have been developed and are operating in the region.

The current state of biological diversity in the Vinnytsia region is determined by a combination of natural and anthropogenic factors. Vinnytsia region is an ancient East Podolsk forest-steppe region in the southwest of the country. Most of the region is located on the eastern spurs of the Volyn-Podilsky Upland, a much smaller part of the territory is located on the western outskirts of the Dnieper Upland.

The relief of Vinnytsia is quite homogeneous: its territory is an undulating plain, which is most elevated in the northwest, and is lowered in the south near the Dniester. The entire territory of the region is densely cut by a dense network of river valleys, ravines and ravines, especially in the southwest. The largest rivers of the region are the Dniester, the Southern Bug, the Murafa and some others.

Broad-leaved forests are widespread, but if in the past they densely covered almost the entire territory of the region, now only separate massifs remain. However,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

even now, almost the entire central part of Vinnytsia is classified as a broad-leaved forest region in geobotanical zoning.

The tourist potential of the Vinnytsia region is shown in (Table 1.).

Table 1.

Tourist potential of Vinnytsia region

Nature reserve fund	Historical and architectural potential	Sanatorium-resort and recreational potential
National nature park - 1	Sights of cultural decline - 4330	Sanatoriums -15
Reserves of national importance - 23	Monuments of history - 1897	Deposits of mineral healing waters -1
Customers of local importance - 140	Monuments of archeology - 1739	Deposits of table water ("Regina") -1
Natural monuments of national importance - 10	Landmarks of urban planning and architecture - 548	Fresh water deposits -17
Local nature attractions value - 191	Monuments of monumental art - 98	Recreation centers - 126
Parks-monuments of garden and park art of general national importance - 16	Sights - garden and park art - 47	Out-of-town children's health and recreation facilities in the region - 11
Parks-monuments of garden and park art of local importance - 31	Landscape park of local importance - 1	Homesteads of rural green tourism - 30
Dendrological park of local significance - 1	Museums - 30	Vinnytsia - 35 enterprises developing and implementing tour products
Reserve tracts - 26		Hotels in Vinnytsia - 47
Regional landscape parks - 7		Public catering establishments in Vinnytsia - 322

**Source: created by the author based on [106].*

The classification of territories and objects of the nature reserve fund of the Vinnytsia region is shown in (Table 2.).

Table 2.

Classification of territories and objects of the nature reserve fund of Vinnytsia region

№	Sights of nature state-wide value	Sights of nature local value	Regional landscape parks	Customers state-wide value	Customers local value
Zhmeryn district					
1.	-	22	-	2	13
Haysynsky district					
2.	2	45	1	6	40
Vinnytsia district					
3.	1	63	2	5	28
Khmilnytskyi district					
4.	1	12	-	2	10
Tulchyn district					
5.	1	15	2	3	23
Mogilev-Podilskyi district					
6.	5	34	2	5	26

**Source: created by the author based on [106].*

The "Tourism Development Program in Vinnytsia Oblast for 2021-2027" was developed in accordance with the "State Regional Development Strategy for 2021-2027" and the "Strategy for Balanced Regional Development of Vinnytsia Oblast until 2027".

The adoption of the "Program" is due to the need to create a coherent and effective system capable of developing a competitive tourist product that can satisfy the tourist needs of both external and internal tourists and ensure, on this basis, the comprehensive development of territorial communities of the region, their socio-economic growth under the condition of rational use and preservation of ecological balance, historical and cultural heritage, etc.

The classification of territories and objects of the nature reserve fund of the Vinnytsia region is shown in (Table 3).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Table 3.

Classification of territories and objects of the nature reserve fund of Vinnytsia region

№	Parks-monuments of garden and park art state-wide value	Parks-monuments of garden and park art local value	Dendrological park local value	National natural parks Національні природні парки	Reserve tracts
Zhmeryn district					
1.	1	7	-	-	3
Haysynsky district					
2.	2	-	1	1	8
Vinnytsia district					
3.	3	9	-	-	9
Khmilnytskyi district					
4.	2	6	-	-	-
Tulchyn district					
5.	2	4	-	-	1
Mogilev-Podilskyi district					
6.	1	5	-	-	5

**Source: created by the author based on [107].*

At the present stage, the most popular types of tourism by purpose of travel in Vinnytsia are: cultural and educational, medical and recreational, recreational, rural green tourism, event, sports and active, religious tourism and pilgrimage.

The "Tourism Development Program in the Vinnytsia Region for 2021-2027" also offers a description of the region's strengths and weaknesses.

Depending on the availability and combination of types of tourist and recreational resources and factors of tourist attraction, as well as on the level of tourism organization, different territorial units can be distinguished within the region. They will differ according to the instruments of regional policy in relation to them, according to the level and methods of positioning, according to the intensity of tourist and recreational activities.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

It is necessary to define the following territorial units as a tourist area, a tourist zone and a tourist center [108].

Let's dwell on the peculiarities of their organization in more detail. Tourist district. As a rule, they understand a separate territorial unit, based on the commonality of natural, cultural and historical-architectural resources, united by a common tourist infrastructure and perceived as a complete object.

Territorial formations of Vinnytsia region within administrative districts and their groups can be considered as tourist districts. In addition, this territorial category can be considered quite broadly, depending on the system of criteria characterizing it, and the scale of implemented tourist and related projects (for example, how a tourist area can be the territory of the Vinnytsia region as a whole).

Tourist zone. A tourist zone is considered a territory where recreational activity is one of the spheres and which includes networks of tourist enterprises and enterprises that ensure their functioning (tourism infrastructure). As an example of tourist zones of the Vinnytsia region, the following territories can be: Central (Middle Buzka), Northern (Upper Dniester), South (Pridnistrovska), West (Mid-Rapha), North-Eastern, South-Eastern.

Tourist center. A tourist center is considered a set of tourist facilities compactly located on the same territory, united by a common infrastructure and intended for the purpose of serving tourists. The main characteristics of a tourist center are the localization and concentration of tourist display objects and the high intensity of tourist and recreational activities.

In the Vinnytsia region, the following areas are famous tourist centers: Shargorod, Khmilnyk, Bar, Mogilev-Podilskyi, Nemyriv, as well as Bershad and Yampil.

Based on this typology of territories, from the point of view of the intensity of tourist and recreational activities and the density of tourist attractions and tourism infrastructure in Vinnytsia region, the territories of the following tourist zones are of greatest interest:

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Central (Serednyobuzka) – Vinnytsia, Nemyriv, Tulchyn, Ladyzhyn, village Stepashki of the Haysyn district.

Northern (Verkhnyobuzka) – Khmelnyk.

Southern (Prydnistrovska) – Yampil, Mogilev-Podilskyi. Zahidna (Sednyomrafska) – the city of Bar, the city of Shargorod.

South-Eastern – village Kryzhopol, Bershad, village Marshes of Tulchyn district. This is the second largest tourist zone of the region.

North-Eastern. It is in the stage of formation, has high transport accessibility [108].

Strategic approaches to the management of territorial development in Ukraine have already become a mandatory element of regulating economic and social relations in all regional centers and most cities of Ukraine.

The improvement of these mechanisms is facilitated by the processes of globalization, which make it possible to use the gained experience and technologies of the application of strategic management, the development of the system of local self-government under the influence of the processes of decentralization, the increase in the level of responsibility of local authorities for the improvement of all spheres of the life of the territory, the improvement of the quality of the provision of public services [109, p. 80-85].

On behalf of the German Federal Ministry of Economic Cooperation and Development (DMZ), the Swiss State Secretariat for Economic Affairs (SECO), the project "Integrated development of cities in Ukraine" was created.

The executor of the project is "Deutsche Gesellschaft fur Internationale", the political partner is the Ministry of Development of Communities and Territories of Ukraine (Minregion), national partners are local self-government bodies.

So, the territory of the project is the cities of Ukraine, namely: Lviv, Chernivtsi, Vinnytsia, Zhytomyr, Kyiv (Podilskyi district), Poltava, Melitopol, Kharkiv.

In order to overcome challenges, Ukrainian cities are increasingly seeking to apply an approach that experts call integrated urban development. Planning based on this strategy promotes sustainable development, social balance and social diversity.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Optimization of city management processes and procedures is carried out through the development and application of modern planning tools, such as the concept of integrated urban development (KIRM) or the plan of sustainable urban mobility (PSMM) [109, p. 80-85].

The fundamental basis of the formation of a socially oriented national economy should be local administration. According to the "European Charter of Local Self-Government", this concept means the right and real possibility of local self-government bodies to regulate a significant part of public affairs at the expense of their own responsibility in the interests of the local population.

To improve the quality and comfort of life of the population, the financial potential of the territory, the financial support of local authorities and the increase of municipal finances are important - the sum of money that local self-government bodies have to solve the socio-economic tasks set by the state and the local population [110].

It should be noted that, despite the risks caused by the COVID-19 pandemic, the entrepreneurs of the hotel and restaurant sector of Vinnytsia united in 2020 and founded the "HlibSil" hospitality association.

With the support of the "Stina" union and the "PROMIS" project, 6-module training was conducted for the members of the newly created organization, the mission and vision project of the union was developed, and the key points of the membership policy were outlined. By joining forces and establishing new partnership conditions, the members of the association will work to increase the number of tourists in the Podilsk region, in particular through the development of food culture and gastrotourism.

The "Vinnytsia standard of hospitality" is actually universal, and it can be applied by any entrepreneur or industry worker who in one way or another interacts with guests, namely: tells, presents, treats, accommodates, organizes, provides premises. The standard can be implemented in the work of both the event industry and travel companies. And it is this mechanism that makes it possible to create "added value" - it applies not only to the hotel and restaurant business. In the future, together with the "HlibSil" hospitality association and the "Stina" union, the interaction of the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

key subjects of the tourist market will be developed and help them in cross-selling and promotion, forming joint products [111].

The city of Vinnytsia is located on the banks of the Southern Bug and is the administrative center of the Vinnytsia region, one of the historical centers of Eastern Podillia. The city is located in a strip of forest-steppe, within the boundaries of the Volyn-Podilsky crystalline massif. In Vinnytsia, considerable attention is paid to the development of green areas, with the aim of creating conditions for leisure and active recreation of Vinnytsia residents and city guests. The vegetation of the city is characteristic of the forest-steppe.

According to the director of the City Council's Marketing and Tourism Department O.M. Vesheleni, the year 2020 united the tourist community of Vinnytsia. Thanks to the activity of the Tourist Council under the mayor, the "Tourism Development Strategy until 2030" was approved and the "Hlib Sil" hospitality industry association was created.

6.2. Formations in the field of tourism in Vinnytsia region

Vinnytsia is able to achieve noticeable results and increase the demand for its tourist products already in the new season by combining the efforts of the authorities, the public and business. To ensure this process, the financing of the "Tourism Development Program for 2021-2023" was approved and provided for the purpose of restoring pre-quarantine indicators [107].

In Ukraine, there are certain problems in the field of tourism that limit innovative development. Particular attention should be paid to the imperfection of the legislative framework for rural green tourism; coordination of rural green tourism at the level of oblast, district; professional education of farm owners and staff; preferential lending and provision of subsidies, as well as preferences for persons who create favorable conditions for the development of rural green tourism.

The synergistic effect of increasing the competitiveness of the cluster in the tourist market is reflected in (Figure1).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

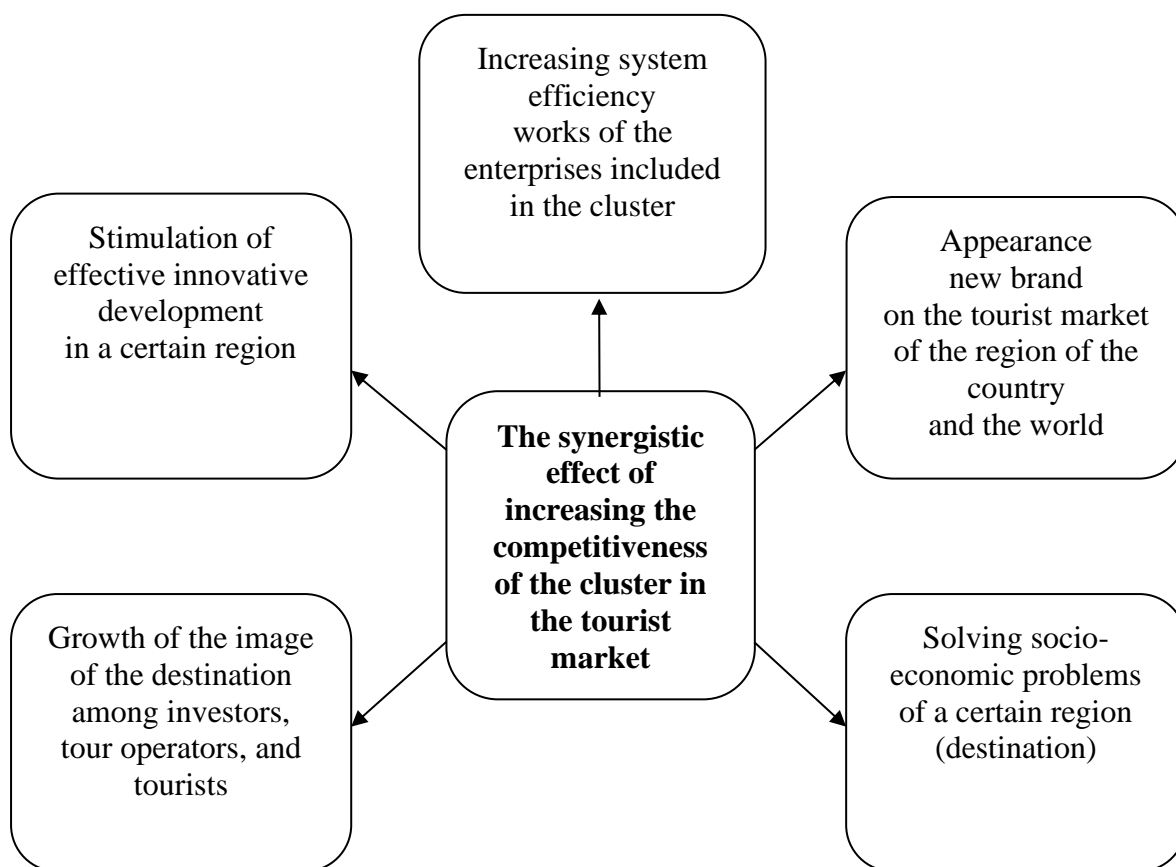


Figure 1. The synergistic effect of increasing the competitiveness of the cluster in the tourist market

**Source: created by the author based on [112, p. 26-31].*

The above-mentioned aspects were proposed for discussion at the Information Seminar "Actual issues of organizing and conducting business in the field of green tourism", which took place in Vinnytsia. The seminar initiated the effective cooperation of a significant number of scientific and research institutions, educational institutions, local self-government bodies, museum workers, tourist operators, public catering establishments.

The prospects of cross-sectoral cooperation models in communities, the conditions for the creation of agritourism clusters, the use of local cultural, natural and social potential of communities for the development of the industry were also highlighted at the All-Ukrainian Forum of Green / Rural Tourism, which was held at the Vinnytsia National Agrarian University as part of the "Image Mapping" project of the Public association

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

"Pangaea Ultima Development Center" with the support of the Embassy of Finland in Ukraine [113].

The forum initiated the effective cooperation of a significant number of scientific and research institutions, educational institutions, the Ministry of Agrarian Policy and Food of Ukraine, the Department of Tourism and Resorts of the Ministry of Economic Development and Trade, local self-government bodies, museum workers, tourist operators, catering establishments, which contributes to social - economic development of regions and Ukraine as a whole.

To increase the competitiveness of the enterprise, it is necessary to study the essence of business processes, the practical experience of economic activity of integrated structures that create favorable conditions for the development of production and sale of products and provision of services.

It is for the formation and development of competitive tourist destinations that the cluster approach is widely used in tourism. In the regional development strategy, the cluster approach is a form of territorial and sectoral organization of production, which contributes to the implementation of innovative entrepreneurial projects of economic development, provides a synergistic effect of interaction with scientific and project institutes with the interested participation of regional and municipal management bodies [112, p. 26-31].

It should be noted that at tourist forums, international and all-Ukrainian conferences, scientific research and practical results are presented, namely: prospects for the development of tourism in rural areas; challenges and new opportunities of the tourism industry in Ukraine; tourism is the key to dynamic socio-economic development of rural communities; features of educational programs for owners of agricultural estates; international support for the sustainable development of rural tourism; activities of the recreation cluster; the essence and concept of fundraising; astronomical tourism; categorization of the rural accommodation base; information technologies in green tourism; green tourism and patriotic education; prospects for the development of green / rural tourism in Vinnytsia.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Green rural tourism in the Vinnytsia region is a pleasant pastime in the picturesque corners of the country, which allows you to fully enjoy your vacation by visiting a network of agricultural estates located in the villages of the Vinnytsia region. Full range of services, comfortable living conditions, traditional Ukrainian cuisine, pleasant unobtrusive service and the most democratic prices. Tourists are offered the following services and entertainment: basketball, baseball, football, swimming pool, walks to the quarry, archery, fishing and others.

It is possible to increase the competitiveness of the recreational and tourist sphere by increasing the movement of tourist flows. One of the means to gain competitive advantages in the market, as well as to improve the attractiveness of the territory for potential tourists, is the creation of such a territorial and industry association as a tourist cluster.

The complication of the system of socio-economic relations between regions in connection with the development of productive forces and production relations led to the emergence and development of a new phenomenon, such as interregional economic ties. The development and optimization of mechanisms of state regulation of interregional economic ties is aimed at deepening integration processes, expanding existing and establishing new ties, ensuring regional food security, and improving the well-being of the population.

At the same time, the division of labor, its specialization also implies cooperation, since one is impossible without the other. This basis is based on the interrelationship and interdependence of the processes of specialization, cooperation, and concentration, which objectively occur, and hence the integration and placement of production.

These processes form the deep basis of improvement of territorial, branch and organizational structures of production. Scientific and technological progress and the most effective ways of intensification, which are a general pattern of the development of interregional economic ties, are inextricably linked with them [114, p.101-104].

Rural tourism in general and agritourism in particular solve the problems of diversification of the enterprise in the regions engaged in the production of agricultural products and increase the level of employment of the labor potential through the creation

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

of additional jobs. At the same time, rural tourism performs a significant cognitive function and contributes to the education of citizens in the spirit of patriotism, the creation of national consciousness and a conscious attitude to nature.

Understanding the essence and problems of work in agriculture. In addition, rural tourism is a type of relatively cheap, but quite pleasant and at the same time active rest, recreation and health.

The main service of rural tourism is providing tourists with temporary accommodation. In Ukraine, among the main types of rural buildings equipped to receive visitors, the following can be distinguished:

- a farm estate (a plot of land with a residential building, household buildings, surface and underground communications, perennial plantations located on it, which is located outside the settlement);

- agricultural residence (residential premises located in rural areas, containing no more than five rooms (depending on the housing category), adapted for the accommodation of tourists, and owned by private property rights of the owner, who is engaged in agricultural activities or is engaged in the field of service or social sphere of the village);

- agro-hotel (agri-pension) (residential building (group of buildings) of the hotel type, specially designed for the organization of providing recreational services to the population in rural areas) [115, p. 84-91].

The decisive factor in the "Sustainable Development Strategy of Ukraine until 2030" is the innovative direction of development, which is based on the active use of knowledge and scientific achievements, the stimulation of innovative activities, the creation of a favorable investment climate, the renewal of production assets, the formation of high-tech activities and sectors of the economy, and the improvement of energy efficiency of production, stimulation of balanced economic growth based on attracting investments in the use of renewable energy sources, in environmentally safe production and "green" technologies [116, p. 3-6].

A systematic approach to environmental management will provide the highest management with information that will be useful for achieving long-term success and

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

acquiring opportunities that will contribute to sustainable development by: preserving the state of the environment, preventing or reducing adverse impacts; reducing the potential adverse impact and environmental conditions on the organization, its employees and residents of the settlements where it is located [117].

Ensuring the sustainable development of the transport and logistics system involves the introduction of innovative models, organizational management and environmental technologies, which will correspond to the modern transformative transformations of the national economy and contribute to reducing the negative impact of transport on the environment.

These measures should take place in the context of the concept of green growth proposed by the Organization for Economic Cooperation and Development.

Also, it is worth noting that the functioning of the transport and logistics system should be carried out within the framework of the European transport policy TEN-T, aimed, first of all, at the efficient use of resources and the reduction of greenhouse gas emissions.

Let us consider related cities, partner cities, twin cities – two cities, mainly from native countries, between which permanent friendly ties have been established for mutual acquaintance with life, history and culture, to achieve better mutual understanding, strengthening cooperation and friendship between their populations, as well as for sharing experience in solving similar problems faced by city management bodies and organizations.

So, the city of Kielce, which is located in central Poland, 170 kilometers south of the country's capital, Warsaw. Fossilized remains of corals, sponges and shells in local caves are proof that millions of years ago a warm sea stretched over the place of the capital of the Świętokrzyskie Voivodeship. What other sights await tourists? The city is extremely picturesquely located, as the ridges of the Świętokrzyskie Mountains pass through it. Traveling through the city of Kielce, you will feel the difference in heights (from 231 m to the highest hill in the city – Telegraf Mountain – 406 m).

The city is the only one in Europe with a variety of rock formations. They can be touched and photographed in five nature reserves of the city, which are definitely worth

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

seeing (four reserves of inanimate nature: "Kadzelnia", "Vetshnya", "Slihovice", "Besak-Bilogon" and landscape reserve "Karchuvka").

The newest attraction of the reserve "Kadzelnia" is the first waterfall in the city and a network of caves, open to visitors, of a completely different nature than the Paradise cave.

Ukraine pursues a multi-vector foreign policy. Special attention is paid to the development of bilateral relations in legal, political, trade and economic, humanitarian, scientific, cultural and other spheres. Among the European states, the French Republic occupies an important place in the foreign policy activity of the Ukrainian state.

Dijon is a city and municipality in France, the administrative center of the Burgundy-Franche-Comté region and the Côte d'Or department. Twin cities of Vinnytsia are shown on (Figur 2).

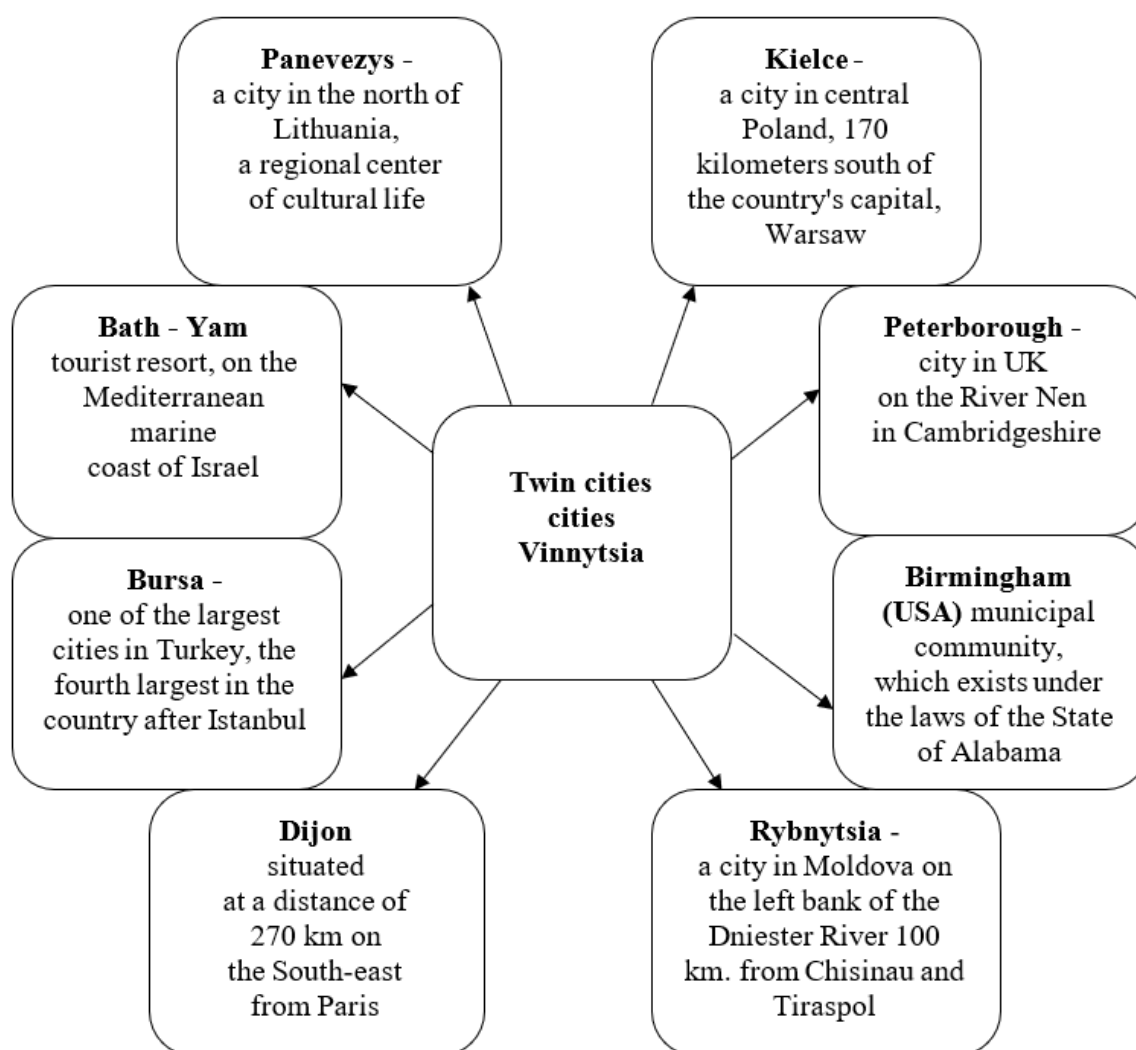


Figure 2. Twin cities of Vinnytsia

**Source: created by the author based on [118].*

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The year 2020 has become a challenge for the entire world economy, which in the last more than half a century has experienced the greatest upheaval caused by a global emergency. From the very beginning, the COVID-19 pandemic had the most significant impact on the travel industry: according to the World Tourism Organization, in the 10 months of 2020, the drop in international arrivals amounted to 72%, compared to last year and returned the industry to the level of 1990.

The tourist offer of the city of Vinnytsia to reorient itself to the requests of travelers in the realities of quarantine. Yes, the number of tastings and gastro tours with an emphasis on Podil cuisine has increased significantly. Vinnytsia guides have introduced new formats of excursions on motor ships and bicycles, using the potential of the city's recreational and natural areas, which are especially popular during quarantine restrictions.

The activity of the Art Association "PLAI" from Vinnytsia, which organized the "Intercity live: Eurotrip" festival, is also important for the study of European identity. This action is possible thanks to a grant from the "House of Europe" program of the European Union. From the description of the project, it is known that the event will be the first interdisciplinary online festival in Ukraine, which will unite cultural figures, artists and spectators from anywhere in the world.

The public association, "PLAI" Art Association joined in the creation of a number of festivals, concerts and art events in Vinnytsia, including the "Air GogolFest" festival, the "SUN-Territory" art weekend, the Vinnytsia "Green Double Bass" and many other concerts Ukrainian and foreign bands.

"House of Europe" is a program financed by the European Union, created to support professional and creative exchange between Ukrainians and their colleagues in the countries of the European Union.

The program focuses on the culture and creative sector, education, medicine, social entrepreneurship, media and youth work [119].

It should also be noted that the city of Vinnytsia and the French city of Dijon cooperate in the direction of the development of gastronomic and event tourism. The cities of Dijon and Vinnytsia, as well as the regions of Burgundy and Podillia have a

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

significant number of common features, and the resource of agricultural production and food industry allows maintaining the status of gastronomic capitals even for cities with a population of less than half a million.

The Vinnytsia City Council reported that a striking example of the revitalization of gastrotourism in Dijon is the project to create the "City of Gastronomy" quarter (Dijon - Cité internationale de la gastronomie), which is scheduled to open in 2021.

This complex, with an area of 6,5 hectares, on the territory of the former central hospital, will showcase food and drink as part of the culture of all France (as well as "UNESCO World Intangible Cultural Heritage") and will combine exhibition and tasting halls, an academy, a hotel, shopping playgrounds, a cinema and ecological residential quarters, which will allow to attract almost a million additional tourists every year [120].

The basis of the socio-economic model of diversification of production activities of the population in European countries is small and medium-sized entrepreneurship, which occupies a predominant share in the sectors of the economy, stimulates the development of competition in the European economy, forces large companies to increase production efficiency and introduce new technologies. The production of non-agricultural products and the provision of services also include tourism and the development of handicrafts.

Folk crafts are an integral part of the culture and lifestyle of traditional Ukrainian society. On the one hand, they are related to the economy and the development of natural resources, and on the other hand, they are part of the spiritual culture of the people, as they reflect the creativity and knowledge of the people. Craft, that is, small-scale production by hand, served to satisfy personal household needs, to order or sale. The geographical location of Ukraine, its natural wealth contributed to the development of a significant number of crafts and artistic industries [121, p. 84-90].

Vinnytsia is a part of the Podil region, the history of which begins as early as the 12th century, when the northern part of the modern Vinnytsia region was part of the so-called Bolokhiv land. During the Mongol-Tatar invasion, the name Podillia appeared for the first time.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

This is the land of gray legends and melodious songs, the land of ancient farmers - inheritors of the traditions of the hardworking Trypilians, warlike Scythians and courageous Sarmatians, wise Slavs and champions of justice - the Cossacks. Blessed by God, the Vinnytsia region fascinates with the calm beauty of the landscapes, the generous decoration of the fertile land, spring waters, emerald forests, and vast fields.

Like small islands of the past - ancient barrows and hillforts, palaces, churches, churches, remains of former defense structures, monuments to outstanding compatriots who made our land great, places of victories of brave sons of the Ukrainian people, which have come down to us through the ages to amaze and to captivate the descendants with their greatness, beauty and uniqueness of creations of both nature itself and human genius.

There are many museums in Vinnytsia. The outstanding surgeon and anatomist, public figure and teacher M. Pirogov spent the last 20 years of his life in the Vyshnya manor in Vinnytsia.

On the territory of the park planted by Mykola Ivanovich, there is a national manor museum, where the scientist's embalmed body has been stored in the crypt for 120 years in a row. The museum is an important part of the cultural heritage of Ukraine and is included in the State Register of Historical and Architectural Monuments of National Importance.

His memorial park is a monument of garden and park art. Field sessions of the Academy of Medical Sciences, Pirogov readings, congresses, scientific conferences, musical events and festivals are held in the museum [122].

It is possible to develop and update the tourist potential of the Vinnytsia region with the help of the interaction of management and coordination bodies, advertising and information enterprises and institutions, collective means of accommodation, food establishments, producers of tourist services, leisure institutions, health resorts, tourist destinations, transport infrastructure - this everything will ensure the creation of a synergistic effect and contribute to strengthening the competitive advantages of this region.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

A significant part of the historical and cultural heritage of Podillia is made up of ancient palace-park complexes, which reflect different eras. These are real jewels in which nature, architecture, fine art are combined into a compositionally complete work. Podil's palaces have always been the centers of the most valuable art collections, original centers of culture.

Vinnytsia region is a strategically important cultural, political and economic region of Ukraine, which at the same time can become one of the largest tourist, recreational and resort regions of Ukraine. An important component of the region's recreational potential is its socio-geographical position.

The well-known sanatoriums of Khmilnyk and Nemirov are in increasing demand among tourists who plan to get better in Vinnytsia region. After all, Vinnytsia is rich in high-quality mineral and fresh underground waters. Far beyond the borders not only of the region, but also of Ukraine, the well-known resort of state importance, the city of Khmilnyk, which is also called the "radon treasury", the Ukrainian Baden-Baden.

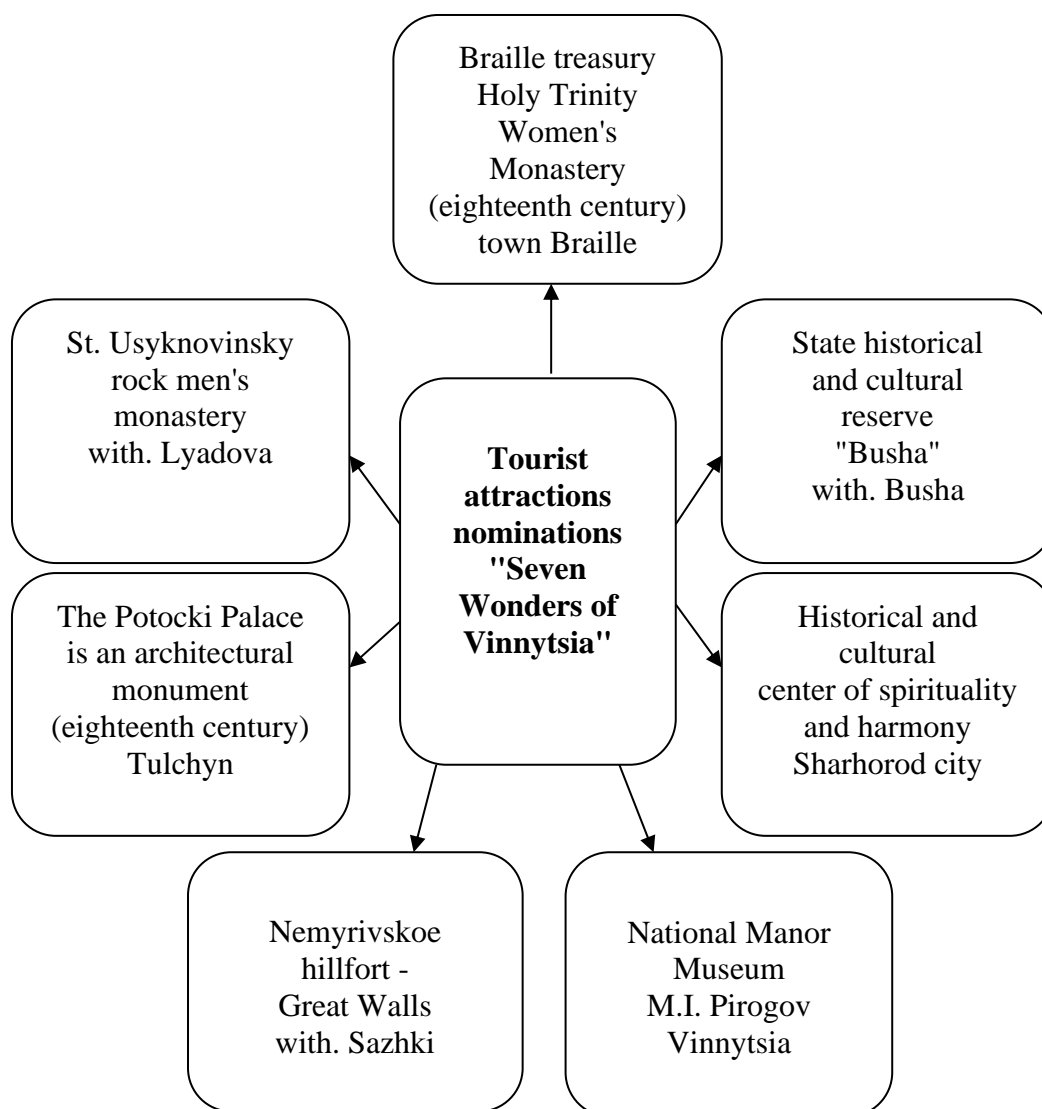
The radon waters of Khmelnyk have no equal among the well-known mineral waters of Europe. The balneological resort includes 7 sanatorium-resort institutions, which makes it possible to improve the health of up to 50 thousand people, both from Ukraine and abroad, and this is a considerable potential for the development of resort tourism [123].

The land of Vinnytsia is vast and fertile, beckoning with the cozy coolness of the forests, the quiet splashes of the ponds, the greatness of the people's spirit and the sincerity of human hearts. Is there still a place in the world where a mournful song pours so insightfully and gently, where the singing of a nightingale lulls you to warm memories and the soul flows to the immeasurable heights of human existence?

In 2007, the Vinnytsia Regional Council, with the aim of popularizing new tourist routes in Eastern Podillia, held the "Seven Wonders of Vinnytsia" competition and honored the brightest masterpieces of the Vinnytsia region, created by nature and the work and inspiration of man. Another twenty-one unique sights were recognized in the nomination "Pearls of Podillia" [124].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Tourist attractions of the nomination "Seven Wonders of Vinnytsia" are shown on (Figur 4.).



Figur 4. Tourist attractions of the "Seven Wonders of Vinnytsia" nomination

**Source: created by the author based on [124].*

Vinnytsia nurtured and gave the world outstanding personalities who glorify the spiritual land with their efforts and talent. And the colorful pages of the history of our region "tell" about the finds of the Tryplian culture, the weapons of the Scythians and the gold of the Sarmatians, the sights of the Cossack era. The beauty of Vinnytsia is unique historical, architectural, natural sights, spiritual shrines, but not all of them are well known in Ukraine and beyond.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The process of self-renewal must be balanced and encompass the four dimensions of our nature: physical, spiritual, mental, and social/emotional.

The social/emotional dimension is human relationships, attitudes towards people. And the spiritual dimension is related to the search for the meaning of existence. This is the path to the goal, the contribution of one's efforts and organizational integrity.

In order for the organization, like the individual, to be effective, all four dimensions must be developed and renewed in a wise and balanced manner. Each dimension that is neglected will create a negative force field of resistance that will repel efficiency and growth. Organizations and individuals that recognize each of the four dimensions in their program statement will provide a strong foundation for balanced renewal [125, p. 322-323].

Historically, Ukraine did not have the best legacies to successfully modernize - the Eastern Christian tradition, the Russian Empire, and communism. However, Ukrainian independence created chances to overcome history. In particular, the combination of some (relative) democracy and successive years of economic growth gave Ukraine the opportunity to form a middle class and a young generation that has a set of values of an open society.

If the trend continues, then in 20-25 years the country will reach the state of open access and then the mechanism of sustainable development will be activated. This phenomenon implies a change in the way of thinking about the country itself.

Therefore, the program of a civilizational leap, in addition to the final plan of economic reforms, should include the humanitarian dimension: how and in what direction to reform education and culture, transform Ukrainian science, develop independent media, change the perception of one's past and one's place in the modern world - all that, which works to change the value base of society [126].

Our houses, villages and cities are located on the territory of the country. In addition, the territory has traditionally been the main source of food for the people and even today the products and natural resources of the country are of great importance and constitute a crucial component of the nation's wealth. And transformed into a

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

landscape, the territory takes on a completely different meaning for those who belong to it, those who are able to distinguish specific places where memorable battles and events took place, and to identify specific monuments and shrines that reflect the distinct character of the nation.

Citizens eventually came to believe that the landscape embodied the traditions, history, and culture of the nation they shared with previous generations. The landscape is also a source of beauty, elevation and exploitation. It was transformed into a symbol of the nation, embodying traditions, ideas, hopes and feelings, some of which awaken a sense of belonging to the nation [127, p. 33-36].

The concept of "rural tourism" is similar in terms of leisure to the concept of "ecological tourism". Ecological tourism (ecotourism) is an educational and recreational type of tourism, focused on natural (slightly altered by man) territories, which involves engaging in various forms of active recreation in natural landscapes without harming the environment.

At the present stage, ecotourism is developing most dynamically in territories with natural value (national and landscape parks). Ecotourism is aimed at protecting the natural and cultural environment of regions visited by tourists. It assumes that travelers are people with high environmental awareness.

Ecotourism is the only direction in the tourism industry that is interested in preserving its main resource, the natural environment or its individual components (natural monuments, certain species of animals or plants). Ecotourism is one of the fastest growing sectors of the tourism industry.

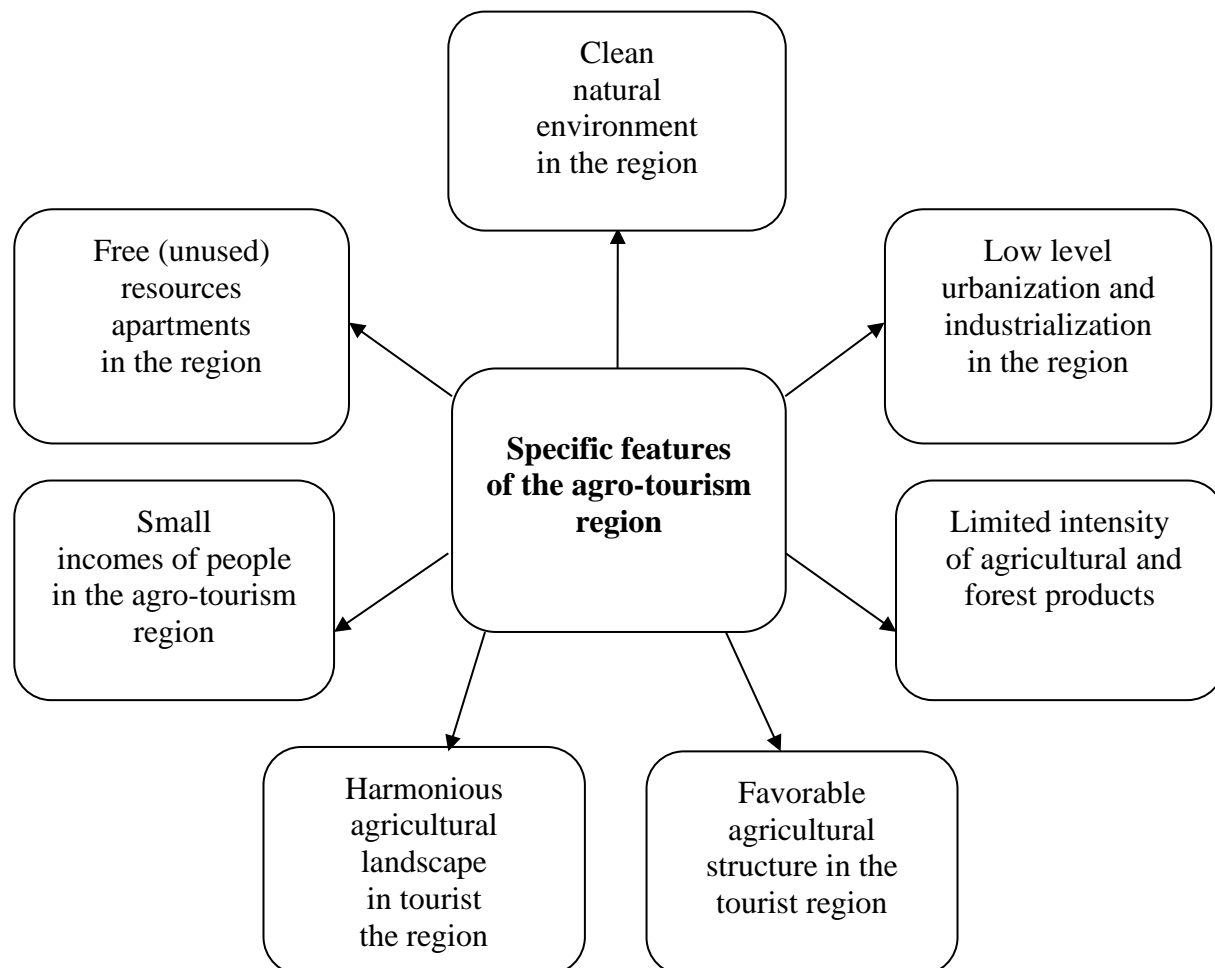
Sustainability in tourism is a positive overall balance of environmental, socio-cultural and economic impacts of tourism, as well as the positive impact of visitors on each other.

So, the distinguishing features of ecotourism are that it creates and satisfies a person's desire to communicate with nature, prevents a negative impact on ecology, culture, aesthetics, and forces the tourism potential to contribute to the restoration of natural resources and the socio-economic development of the territory.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

There are specific features that an agro-tourism region must have for the successful development of tourism.

But, unfortunately, the features are usually the opposite of the realities in which vacationers live (Figur 4).



Figur 4. Specific features of the agro-tourism region

**Source: created by the author based on [128].*

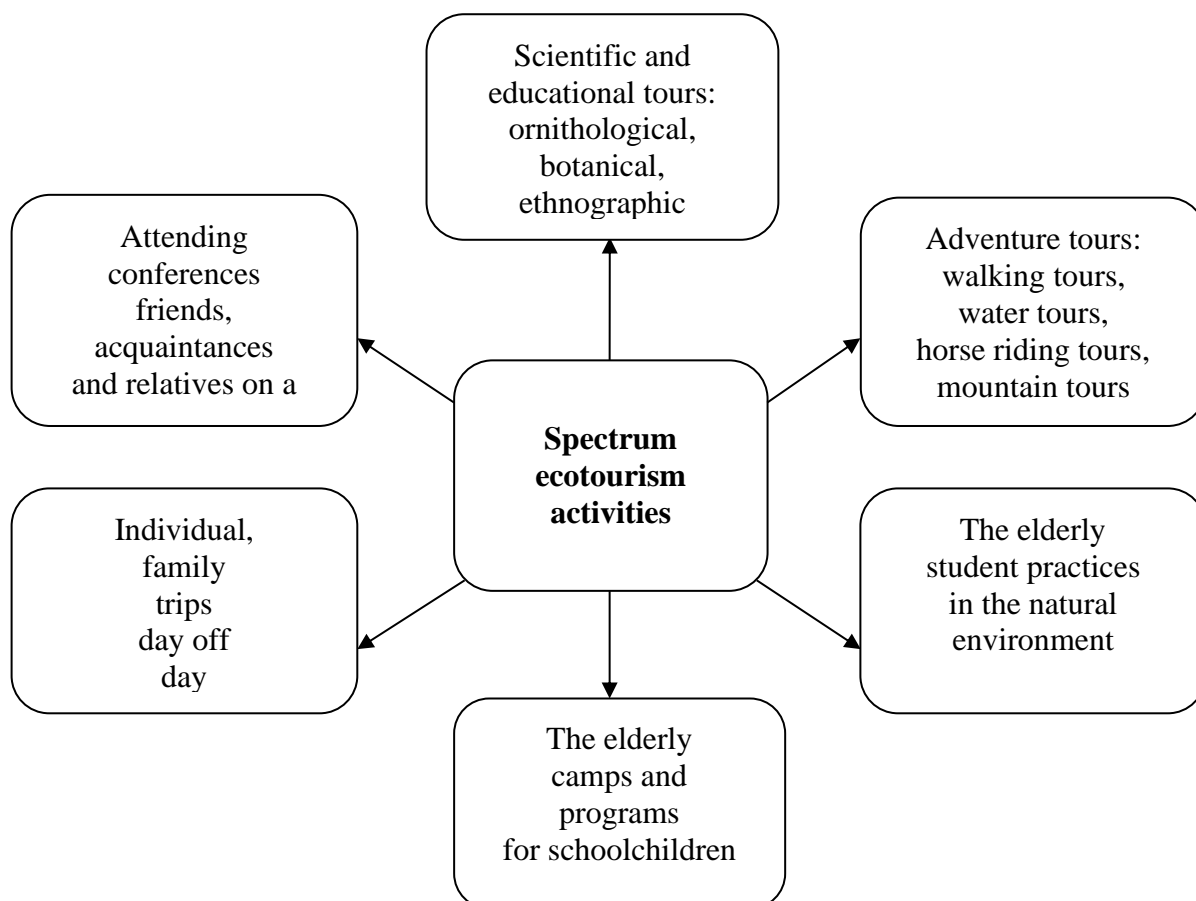
In addition, the development of ecotourism contributes to the improvement of the ecological, educational and general cultural level of both visitors and local residents.

However, rural tourism (as well as agrotourism) and ecotourism differ in the main purposes of use. Rural tourism is a type of free time in the form of stationary recreation with the possibility of short radial trips and hikes. Instead, ecotourism is a way of spending free time in the form of non-stop movement, discovery of wild nature,

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

itinerary familiarization with natural and historical attractions of the territory, derived knowledge of traditions and local culture [129].

Under the conditions of appropriate organization, ecotourism can include a fairly wide range of activities (Figur 5).



Figur 5. The range of ecotourism activities

**Source: created by the author based on [129, p. 8-9].*

The modern network of natural reserves of Ukraine was formed as a result of the work of many generations of conservationists and plays an important role in solving the problems of preserving biological and landscape diversity, maintaining ecological balance in nature, and shaping the outlook of people, communities, and society. In total, more than 11,000 protected areas with the status of a reserve or national park have been created in the world.

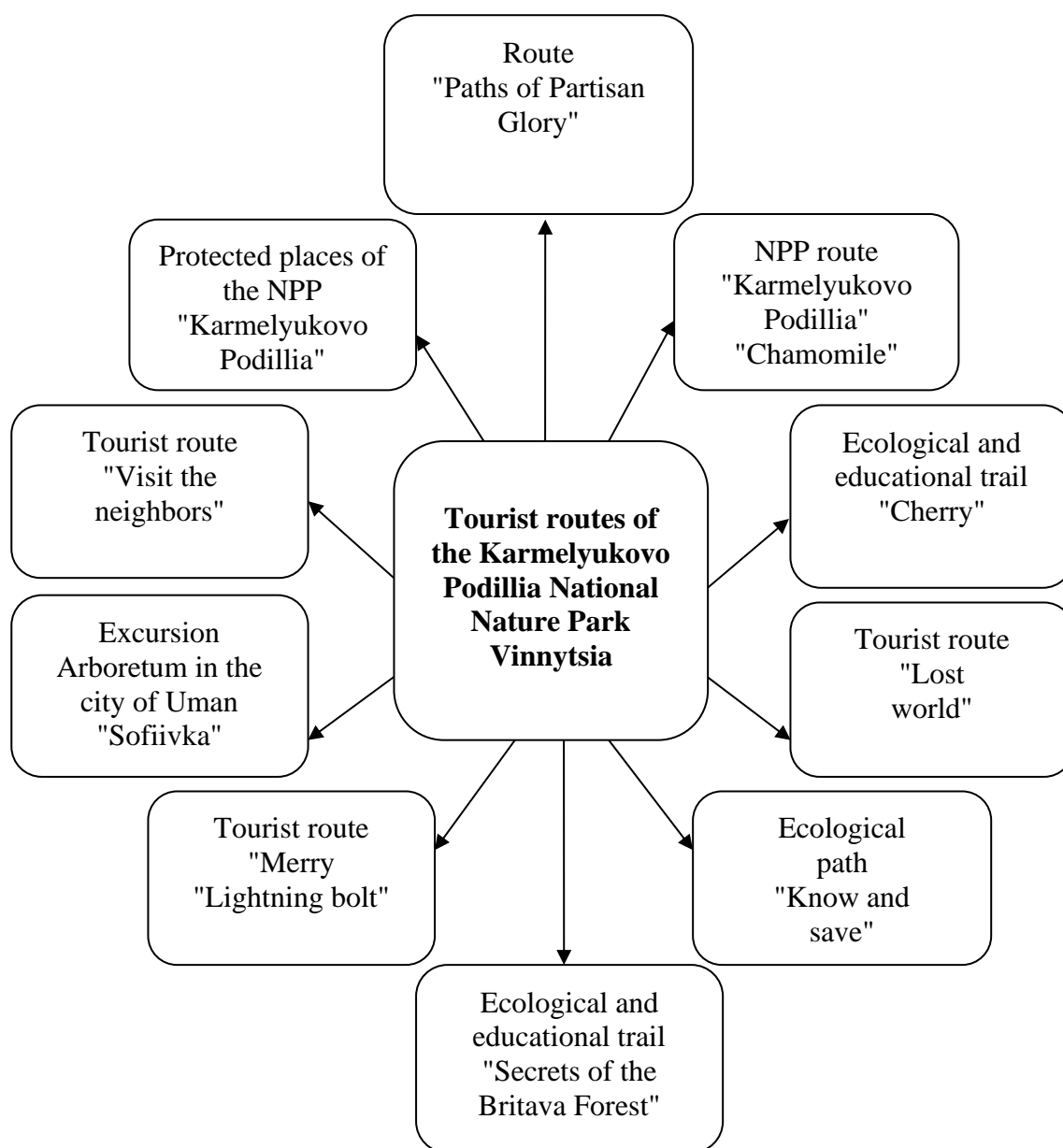
There are 645 territories and objects of PZF of national importance in Ukraine: 19 natural and 4 biosphere reserves, 48 national nature parks, 309 sanctuaries, 132

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

natural monuments, 18 botanical gardens, 7 zoological parks, 19 dendrological parks, 89 nature parks garden and park art.

Their total area is 2144.49 thousand hectares (within the territory of Ukraine), or 54,7% of the entire actual area of the PZF and 3,55% of the area of Ukraine. The number of territories and objects of PZF of local importance is 7,456 units with an area of 1,8 million hectares.

The tourist routes of the Karmelyukovo Podillia National Nature Park are shown in (Figur 6).



Figur 6. Tourist routes of the National Natural Park "Karmelyukovo Podillia"

*Source: created by the author based on [130].

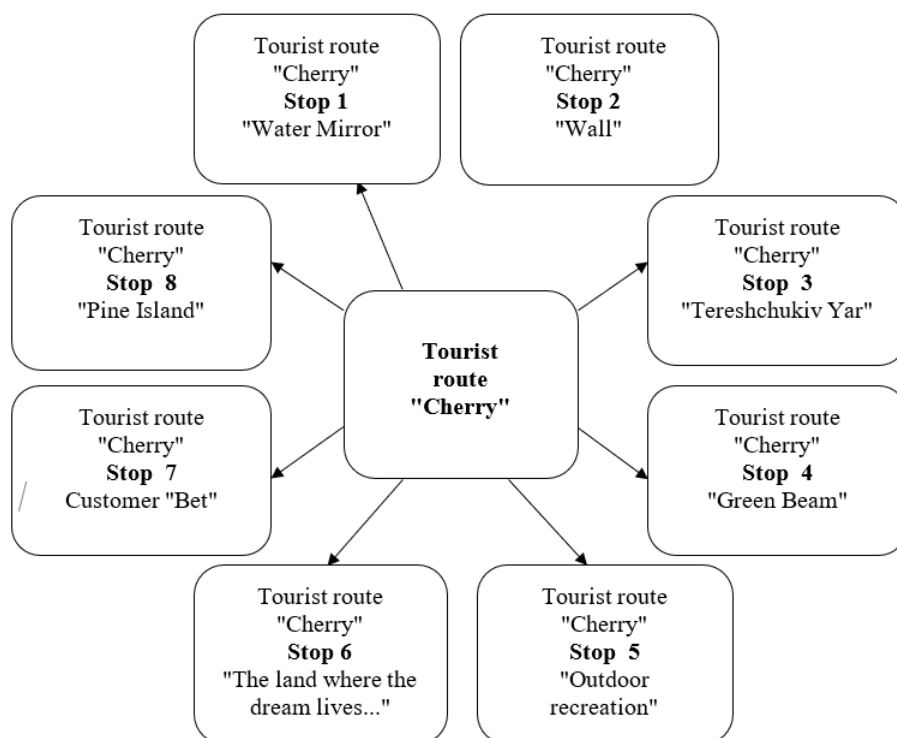
THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

424 territories and objects of the nature reserve fund are under state protection. Among them – one national nature park and three regional landscape parks – Karmelyukovo Podillia National Nature Park; RLP "Dniester"; RLP "Nemyrivske Pobuzhzhya"; RLP "Seredne Pobuzhzhya".

Karmelyukovo Podillia National Nature Park organizes interesting and exciting nature trips for connoisseurs of natural resources, historical and cultural heritage, folk traditions, and active recreation. Today, the area of the park is more than 20,000 hectares of state-owned land, including 16,000 hectares of Chechelnytsky Forestry.

It should be noted that the International Youth Forum "Southern Podillia - Pearl of Ukraine" is traditionally held in the Karmelyukovo Podillia National Park in June. For four days, more than eight dozen people from Vinnytsia, Cherkasy and Moldova have the opportunity to participate in various competitions, contests, entertainment programs, exchange experiences and enjoy communication with nature.

Precisely for the purpose of research and popularization of interesting folk traditions, the tourist route "Cherry" in the Karmelyukovo Podillia NPP is shown on (Figur 7).



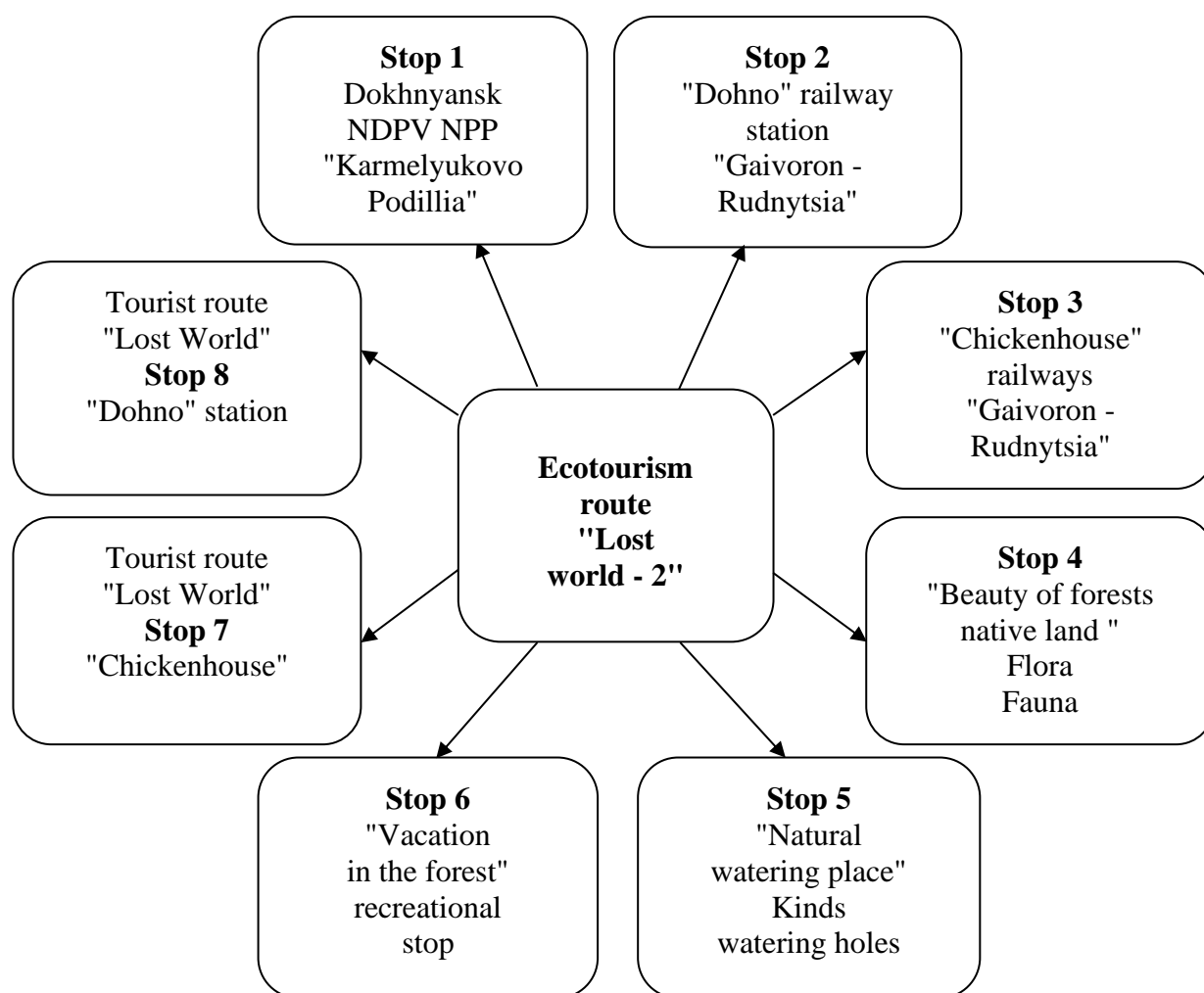
Figur 7. Tourist route "Cherry" of the National Nature Park "Karmelyukovo Podillia"

**Source: created by the author based on [130].*

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The ecological trail "Cherry" is a beautiful panorama of the corners of nature. This route involves getting to know the botanical monument of nature of national importance "Tereshchuk Yar", where a relict plant grows – the tartarnic thorn. There is an equipped comfortable place for rest on the trail, and numerous springs quench the traveler's thirst.

Visitors are offered interesting ecotourism routes, including: ecotourism route "Lost World - 2" NPP "Karmelyukovo Podillya", which is shown on (Figur 8.).



Figur 8. Tourist route "Lost World - 2" of the National Nature Park "Karmelyukovo Podillia"

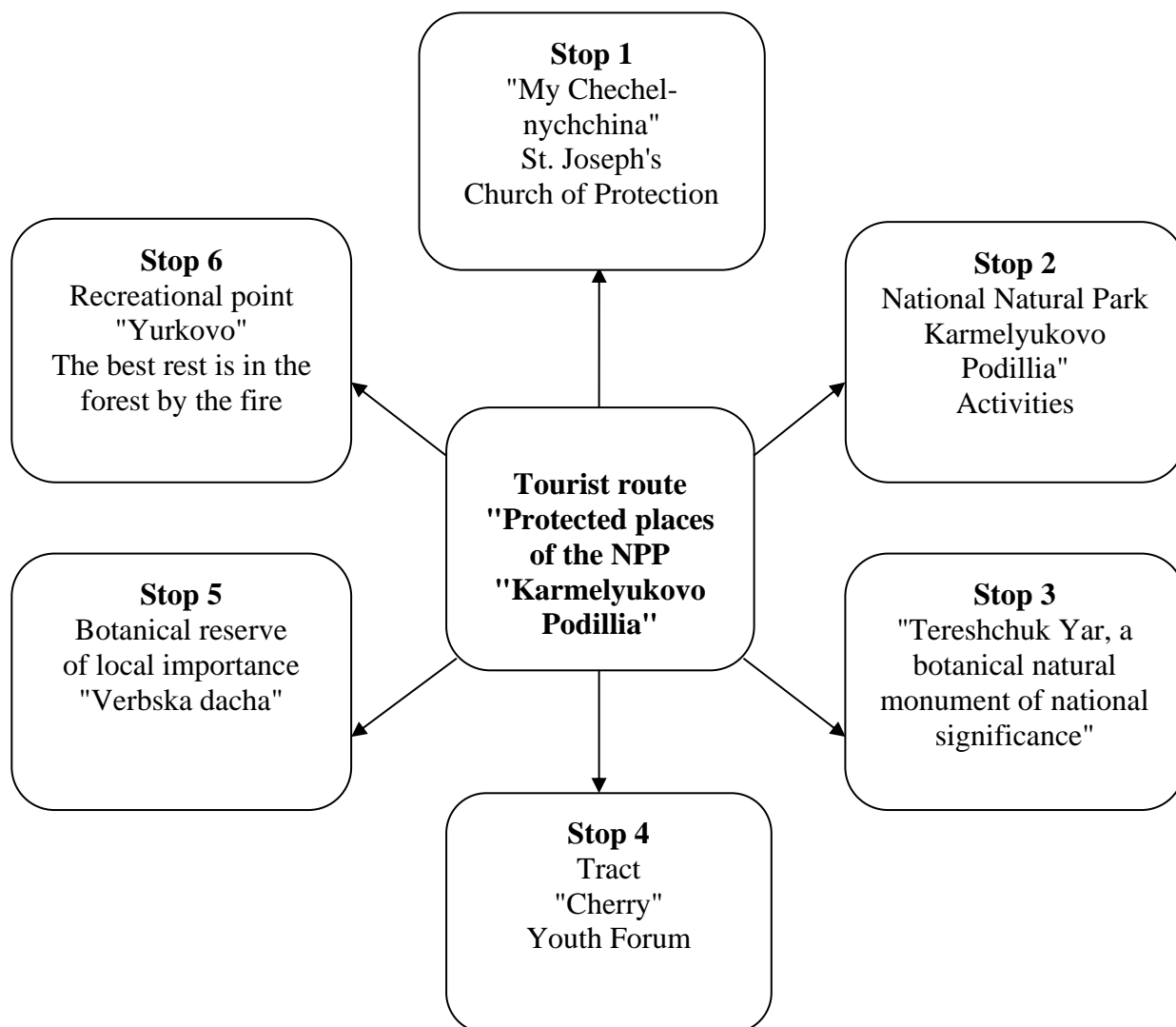
**Source: created by the author based on [130].*

The management and employees of the Karmelyukovo Podillia NPP are qualitatively improving the activities of the nature park. Cooperation with the Ministry of Ecology and Natural Resources of Ukraine, the Department of Agro-Industrial

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Development, Ecology and Natural Resources of the Vinnytsia State Administration, the Department of International Cooperation and Regional Development of the Vinnytsia State Administration, the tourist company "Sevied" (France, Leon), the tourist company "Acord" (Ukraine, Lviv), educational institutions. Traditionally, the "Cherry" tract was chosen as the venue. Participants live in a tent city [130].

The tourist route "Reserved places" of the Karmelyukovo Podillia National Nature Park is shown on (Figur 9).



Figur 9. Tourist route "Reserved places" of the National Nature Park "Karmelyukovo Podillia"

**Source: created by the author based on [130].*

This is a combined route, part of which passes through a rare narrow-gauge railway, and part of which is a walking journey into the world of nature. You have the

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

opportunity to get acquainted with the picturesque nature of Podillia, to visit the center of the Old Believers of Podillia "Kurenivske Trimonastyrya", to spend your free time in an interesting way.

Karmelyukovo Podillia National Nature Park organizes interesting and exciting nature trips for connoisseurs of natural resources, historical and cultural heritage, folk traditions, and active recreation.

The park was created for the purpose of preservation, reproduction and rational use of unique natural and historical-cultural complexes of Southern Podillia, which have an important environmental, scientific, historical-cultural, aesthetic, recreational and health significance.

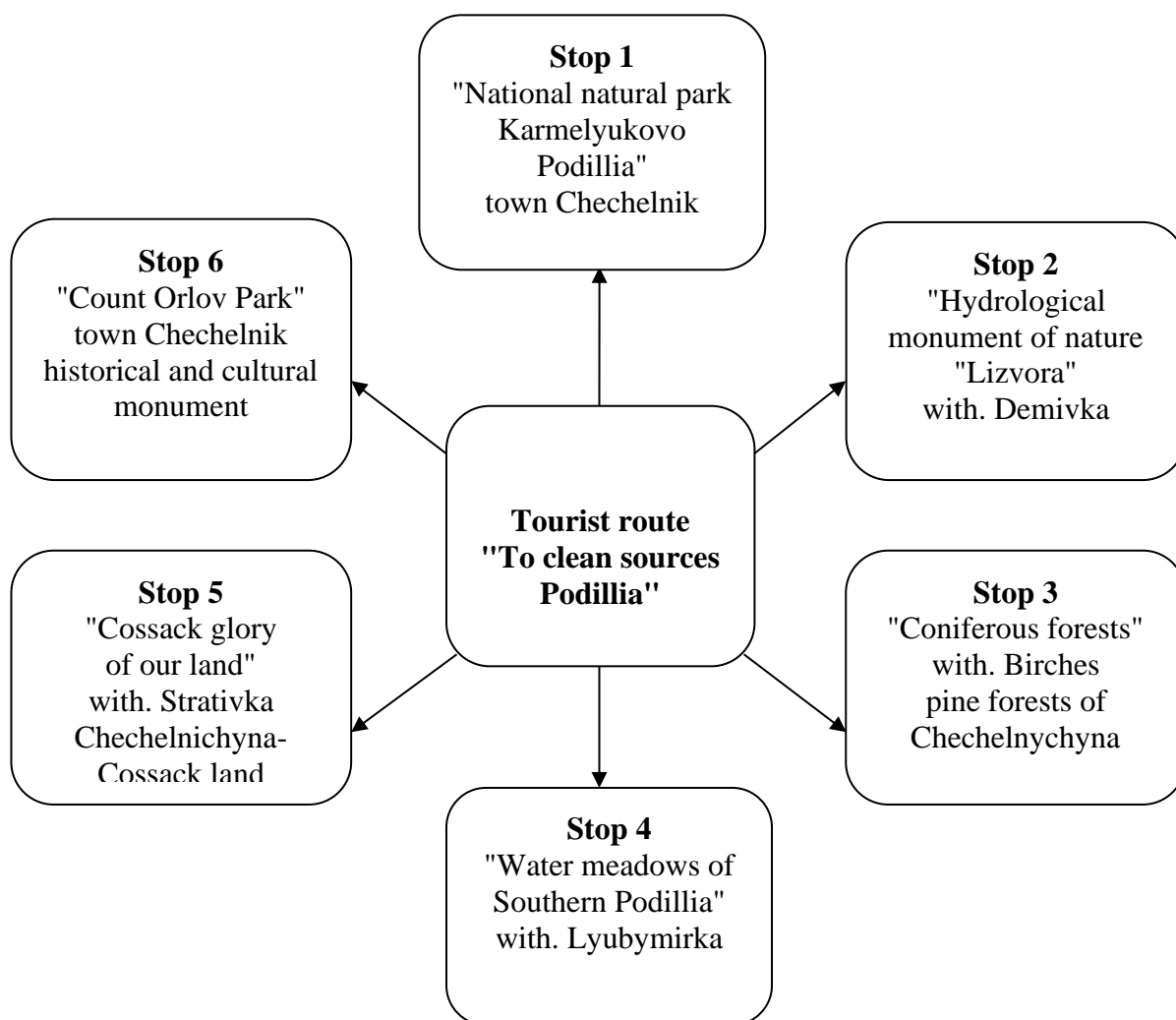
Its main tasks are: preservation and reproduction of valuable natural and historical-cultural complexes and natural objects on its territory; creation of conditions for organized tourism, rest and other types of recreational activities in natural conditions with observance of the regime of protection of protected complexes and objects; organization and implementation of research works, including the study of natural complexes and their changes under conditions of recreational use; creation and implementation of scientific recommendations on environmental protection; reproduction of certain types of flora and fauna; restoration of disturbed ecosystems; management and effective use of natural resources; organization and monitoring of landscape and biological diversity; maintaining and ensuring ecological natural balance in the region.

Revival of local traditions of nature use, centers of local arts and crafts and other types of folk art.

The main landscape areas of the Park are mezhyric undulating loess plains with medium humus soils. Meadow landscapes have been preserved in fragments, mainly within the steep slopes of streams and river valleys, along the edges of forest areas.

The tourist route "To the clean springs of Podillia" is shown on (Figur 10.).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION



Figur 10. Tourist route "To the clean springs of Podillia"

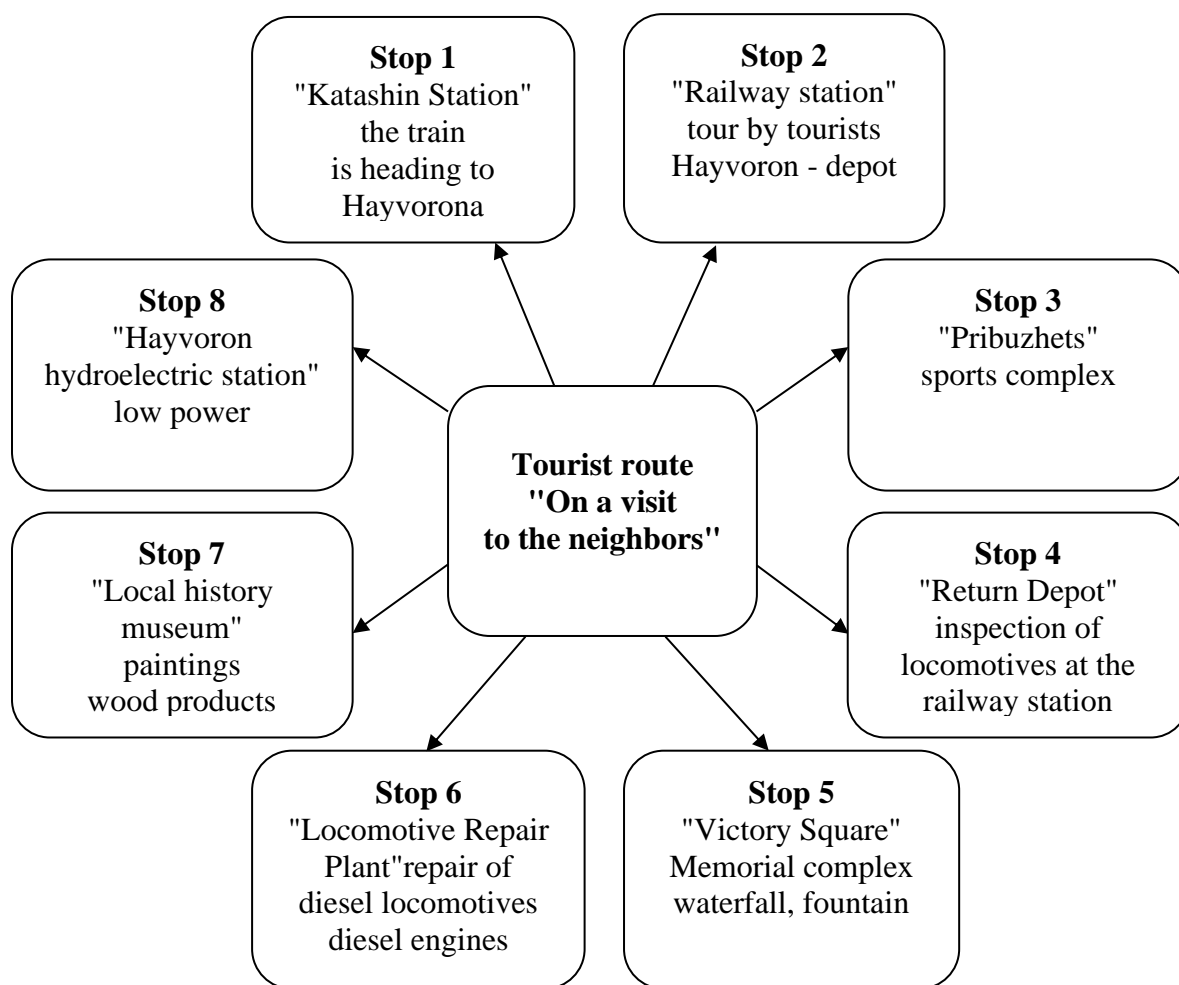
**Source: created by the author based on [130].*

Valley landscapes are characterized by a combination of terrace areas with chernozem-meadow and meadow-chernozem soils and floodplain areas with meadow, meadow-swamp soils, and floodplain forests. Within the park, broad-leaved forest landscapes of common and rock oak prevail almost exclusively.

The route "Visiting Neighbors" runs along the narrow-gauge railway to the city of Gaivoron. During the trip, we have the opportunity to familiarize ourselves with the work of the railway and road depot, interesting exhibits in the local history museum, and visit a granite quarry.

The tourist route "Visiting neighbors" in the Karmelyukovo Podillia NPP is shown on (Figur 11.).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION



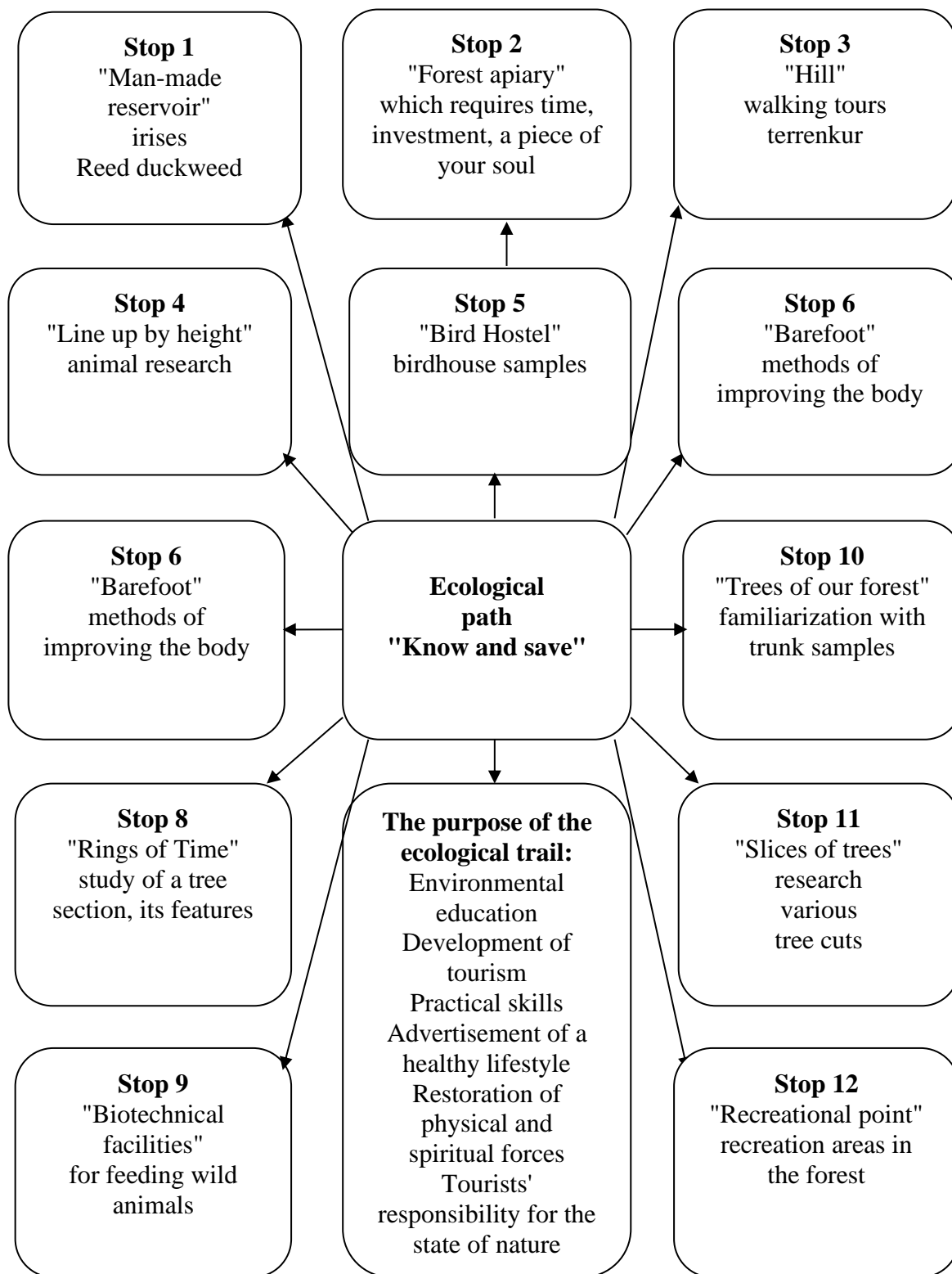
Figur 11. Tourist route "Visiting the Neighbors" of the "Karmelyukovo Podillia" National Nature Park

**Source: created by the author based on [130].*

In the Karmelyukovo Podillia National Nature Park, gray forest and dark gray forest soils, podzolized chernozems, leached chernozems, and typical chernozems are found on the plains. Gray forest and dark-gray forest soils (and, to a large extent, podzolized chernozems) are mainly occupied by forest vegetation, under which they were formed.

The ecological trail "Know and Save" in the NPP "Karmelyukovo Podillia" is shown in (Figur 12.).

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

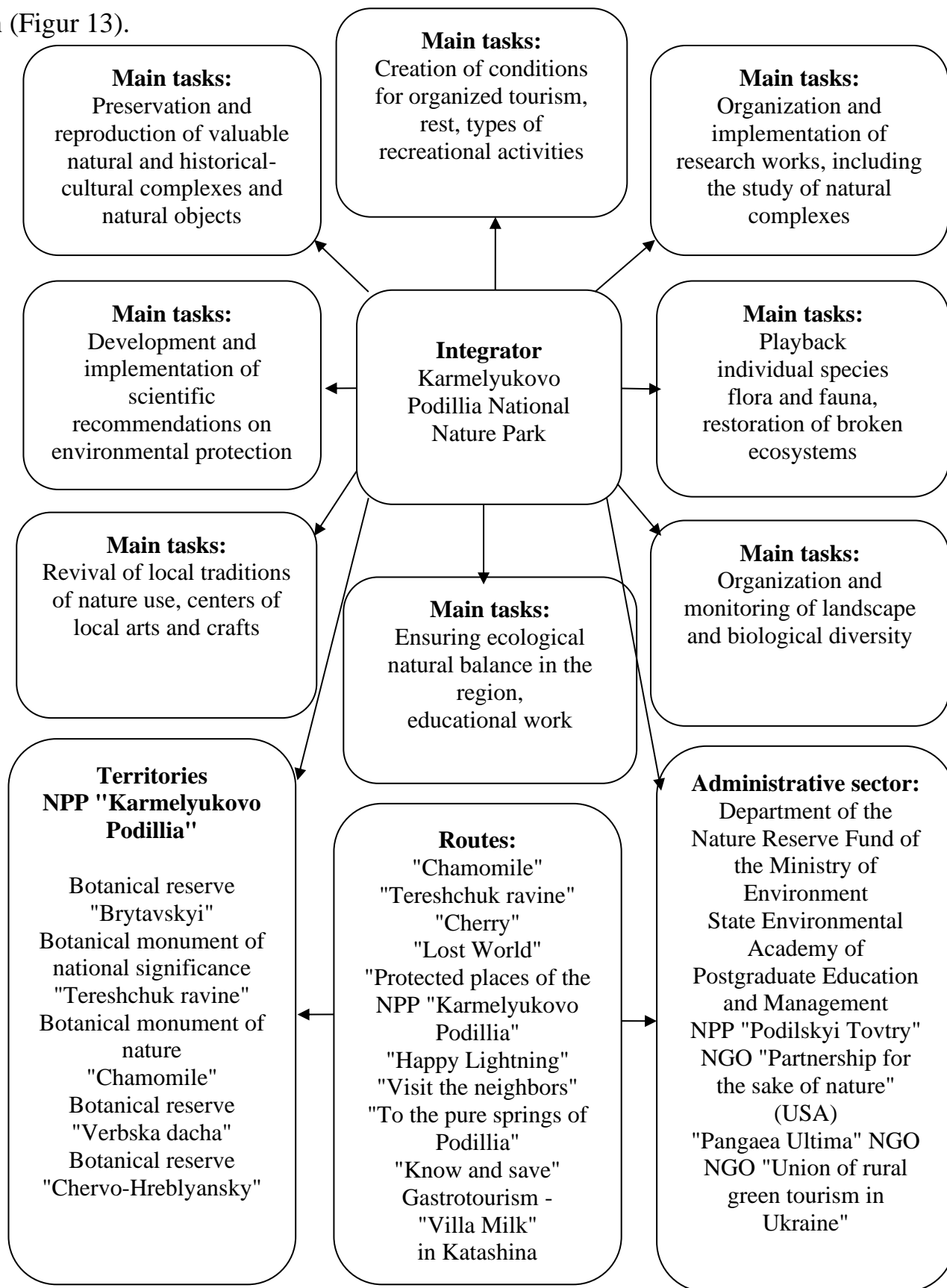


Figur 12. Tourist route "Know and save" of the Karmelyukovo Podillia National Nature Park

*Source: created by the author based on [130].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

The project model of the Karmelyukovo Podillia National Nature Park is shown in (Figur 13).



Figur 13. The project model of the Karmelyukovo Podillia National Nature Park

*Source: created by the author based on [130].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

In the Karmelyukovo Podillia National Nature Park, gray forest and dark gray forest soils, podzolized chernozems, leached chernozems, and typical chernozems are found on the plains. Gray forest and dark-gray forest soils (and, to a large extent, podzolized chernozems) are mainly occupied by forest vegetation, under which they were formed.

Karmelyukovo Podillia National Nature Park constantly offers a variety of excursions. Visitors get to know the modern robotic farm and the "VILLA MILK" dairy factory built according to the latest technologies, where they taste the products.

In the forestry ecological and educational center, the Park employees conducted the quest "Interesting adventures in the forest".

Next, tourists visit the village. Olgopil, the square of two poets, the local ecological and naturalistic center of children's creativity, got acquainted with the man-made island of Tuzla-2.

Protected business is an important direction of nature conservation activities, which is created for the preservation and careful use of unique and typical corners of nature. Government employees, activists of environmental organizations, scientists and individual enthusiasts of the environmental movement are obliged to create and implement priority environmental protection programs in practical activities.

The park includes oak forests of natural origin, which are rare for Ukraine, areas of meadow-steppe vegetation, which are a place where endangered plants grow, presents a wealth of biodiversity and represents the unique nature of Southern Podillia. It has a beneficial physical and geographical potential, which is determined by the beauty and diversity of landscapes, the predominance of picturesque hilly terrain, considerable forest cover, and the presence of interesting species of plants and animals.

Karmelyukovo Podillya National Nature Park is located in the southeastern part of the Vinnytsia region, bordering Odesa region – the south of the Haysyn district.

When distinguishing regions from the standpoint of administrative and economic management, a border region is defined as a territory covering one or more administrative-territorial units of one state and directly adjacent to the state border. The

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

border region is the internal territory of the state, where its regional policy is implemented.

It should be noted that the separate parts – Western Podillia (Podilskyi Voivodeship), Eastern Podillia (Bratslav Region), Opillia and Poberezhye (Polish. Pobereże) – a historical region in the southern part of the former Bratslav Region are defined.

The coast, located between the Yahorlyk and Murafa rivers at the confluence of the Dniester and Boga (Southern Bug) rivers, reached the borders of the Crimean Khanate. The northern part of the Coast was owned by the Potocki family (palace in Tulchyn), and the southern part by the Konetspolsky family.

Cross-border cooperation is carried out in the adjacent territories of at least two neighboring states. In this case, we mean the cross-border region – a certain territory covering the border administrative-territorial units of neighboring states.

The presence of a border is the factor that determines a cross-border region among a set of territorial entities. There cannot be a cross-border region on non-contiguous territories.

Like any region, a cross-border region has a defined territory, population, settlement system, has economic, ecological, technological, political, cultural subsystems, is formed, functions and develops. The main specificity of the functioning of the cross-border region is that in order to ensure the territorial system, coordination of the activities of individual border territories is necessary, which is implemented through cross-border cooperation in various organizational forms.

We will remind that cross-border cooperation is a specific sphere of foreign economic, political, ecological, cultural and educational and other types of international activity, which is carried out at the regional level and, covering all their general forms, differs in the need and possibilities of their more active use, as well as a number of features, namely: the presence of a border and the need to arrange it, the joint use of natural resources and, accordingly, the joint solution of environmental security problems, wider mutual communication of the population of neighboring

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

states and personal connections of people, a significantly higher load on the infrastructure (roads, communications, the field of service, roadside infrastructure).

The paradigm of the theory of post-industrial society is the priority of man, his creative and intellectual potential, conditions of his life. Special attention should be paid to this moment, because the basis of Euroregional cooperation is the effort to create quality living conditions for the population on both sides of the border, to eliminate signs of peripherality, to eliminate the existence of a border, to ensure the necessary freedom for a person, without which the realization of his creative potential is impossible.

Only with the help of the concept of post-economic society can the emerging social whole be adequately contrasted with all historical forms of society united in the economic era, only in this case it is possible to restore the adequate character of the doctrine covering the entire historical path traveled by human civilization.

The concept of a post-economic society allows one to determine the main characteristic of today's transformation, which is the transition from labor to creative activity, and to determine the main "growth points" in which the formation of new social relations is actively taking place, to realize the importance or, on the contrary, the insignificance of certain changes in the life of modern society (we refer to such "growth points" as cross-border regions and TCS).

Cross-border clusters cover adjacent border territories of neighboring states, which include institutions and firms located on both sides of the border. Therefore, cross-border clusters can be defined as groups of independent companies and associated institutions that are geographically concentrated in a cross-border region, cooperate and compete, specialize in different fields, are connected by common technologies and skills, and complement each other, which ultimately makes it possible to obtain synergistic and network effects, diffusion of knowledge and skills.

The peculiarity of cross-border clusters is that cluster participants are located in different tax, customs, and legislative environments of neighboring countries, but they can have joint enterprises and organizations, use common infrastructure and function primarily in cross-border markets.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

Another feature of cross-border clusters is that the intensity of network interactions in the cluster is limited by the presence of a border, which creates additional barriers for the free movement of goods, labor, and capital. Different mentality, traditions, language, culture, and negative pages of history can also be barriers to establishing cooperation.

It takes time for clusters to become successful. Numerous examples show that it takes a decade to form a cluster to create a significant and real competitive advantage. It is necessary to bring the organization of the functioning of the regional cluster to the level at which it can work in the cross-border network as an equal partner, i.e. ensure the following conditions:

- formation of the identity of regional clusters, sufficient level of cluster development at the regional level;
- qualified management of the cluster, which has strong positions in the region, connections with key regional actors (government, business, science and the public);
- a critical mass of regional firms participating in the cluster, interested in cross-border partnership.

A step-by-step approach to creating a cross-border network is optimal. At the first stage, coordinators/managers of regional networks are primarily involved in the development of the cross-border network. They should jointly discuss and create an infrastructure for establishing cross-border cooperation.

Experience shows that this process can be initiated by representatives of clusters independently or under external influence, which would initiate the process and establish incentives to compensate the operating costs of each regional cluster organization. The role of such an external agent can be assumed by relevant authorities or Euroregional structures.

The second stage of cluster formation will be characterized by the integration of enterprises participating in regional clusters into the cross-border network, their promotion to the neighboring region and country, active use of the services of partner networks for the realization of new business opportunities.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

A key feature of partnerships is the desire of the parties to achieve certain tasks that they cannot accomplish alone, by pooling skills and certain resources on the basis of legality, voluntariness, equality, mutual respect and mutual concessions of the parties in the negotiation process.

Necessary conditions for such cooperation are the same vision of the goals of cooperation, the presence of common problems for partners, and the search for optimal ways of implementing joint actions to solve or prevent them.

Cross-border partnership is defined as an organizational form of cross-border cooperation carried out on the basis of voluntary cooperation of two or more territorial communities, their representative bodies, local executive bodies, public organizations, legal entities and individuals from different sides of the border, operating in accordance with the terms of a formalized contract (charter, framework agreement, etc.), with the aim of implementing joint projects, programs and solving social, charitable, cultural, educational, scientific and management tasks.

In accordance with Clause 6 of the Order of the CMU the Ministry of Regional Development together with the National Academy of Sciences of Ukraine initiated the project "National strategy for the creation and management of cross-border clusters" as a tool for the implementation of state regional policy in cross-border regions with the aim of increasing the competitiveness of the latter.

The stated Strategy reflects the general vision of the state regarding the creation and support of the development of cross-border clusters, taking into account the specifics of each border/cross-border region of Ukraine.

The main tasks of forming and supporting the development of cross-border clusters are defined in the Strategy: increasing the competitiveness of cross-border regions; increasing the index of human life; promoting the formation of new and the development of existing Euroregions as an institutional platform for the identification of cross-border cluster initiatives and the development of cross-border clusters; providing an innovative investment model for the development of enterprises and other business entities located in cross-border regions; introduction of new technologies in the production of goods and services; ensuring broad support in Ukrainian society for

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

activities related to the identification of cross-border cluster initiatives and the development of cross-border clusters; creation of new relations and implementation of contractual principles (principles of public-private partnership) between state authorities, local self-government bodies, institutions and organizations of the non-state (private) sector, which ensure the development of cross-border clusters [131].

Tourism increasingly plays the role of an indicator of political relations between regions, a stabilizer of partnership relations at the national level. Therefore, taking into account the great importance of tourism, the state has identified it as one of the priority directions of the development of the national economy and culture, the sphere of realization of the rights and needs of people and society, one of the defining components of the socio-economic policy of the state and regions.

Today, in Ukraine there are a number of problems that do not contribute to the development of the tourism industry, lead to a significant destruction of economic and social relations in the tourism sector. This is, first of all, the absence of a management system in the tourism sphere due to the undefined special central body of the executive power on tourism issues, as well as the absence of a clear state policy aimed at the development of green tourism.

The radical development of information technology has a significant impact on the tourism industry, as it increases the efficiency of operations and provides opportunities for business expansion in geographical, marketing and operational aspects.

Information technology is vital for information processing as well as for monitoring environmental issues. In recent years, the development of information and reservation systems tied to a specific region or destination (tourist information systems) has become widespread.

REFERENCES

1. Edited by Paton, B. Ye. (2012). Natsional'na paradyhma staloho rozvytku Ukrayiny [National paradigm of sustainable development of Ukraine]. Kyiv: PI IEESD of the NAS of Ukraine. 72 p. [in Ukrainian].
2. Garaschuk O., Kutsenko V. (2021). Formuvannia trendu ekoloho-bezpechnoho sotsialnoho seredovyshcha – vazhlyvoi skladovoi staloho rozvytku (na prykladi turyzmu) [Formation of the trend of ecologically safe social environment - an important component of sustainable development (on the example of tourism)]. *Visnyk ekonomiky – Herald of Economics*, 2, 26–38. DOI: <https://doi.org/10.35774/visnyk2021.02.026>
3. Haponenko H. I., Kravchuk I. I., Kravchuk I. A., Shamara I. M., Marchuk N. A. The information means to promotion green tourism. *Financial and Credit Activity: Problems of Theory and Practice*. 2019. Vol. 4. No. 31. P. 497–505. DOI: 10.18371/fcaptp.v4i31.191003
4. Higham, J., & Lück, M. (2007). Ecotourism: Pondering the paradoxes. *Critical issues in ecotourism: Understanding a complex tourism phenomenon*, 117-135.
5. Kurysh, V., Chopyk, R. & Smul's'kyy, Ya. (2008). Netradytsiyni zasoby fizychnoyi kul'tury u profil'nomu navchanni iz sportyvnoho turyzmu – aktual'nist' vprovadzhennya. [Non-traditional means of physical culture in specialized training in sports tourism – the relevance of implementation]. *Problemy aktyvizatsiyi rekreatsinyo-ozdorovchoyi diyal'nosti naseleennya: materialy VI Vseukrayins'koyi naukovo-praktychnoyi konferentsiyi z mizhnarodnoyu uchastyu* [Problems of intensification of recreational and health-improving activity of the population: materials of the VI All-Ukrainian scientific-practical conference with international participation]. L'viv. P. 119-124 [in Ukrainian].
6. On the approval of the Strategy for the development of tourism and resorts for the period until 2026: Order of the Cabinet of Ministers of Ukraine dated March 16, 2017 No. 168. URL: <https://zakon.rada.gov.ua/laws/show/168-2017-%D1%80>
7. Pratt L., Rivera L., Bien A., Peeters P. M. (2010). Tourism investing in energy and resource efficiency. 2010. URL: <https://pure.buas.nl/en/publications/tourism-investing-in-energy-and-resource-efficiency>
8. Proekt Programi rozvitku turizmu u Vinnickij oblasti 2021–2027 rr. [Draft program for tourism development in the Vinnytsia region 2021–2027]. Available at: <http://www.vin.gov.ua/images/doc/vin/ODA/ogoloshenia/programaturizm2020.pdf>
9. Putsenteylo, P. R. (2007). *Ekonomika i orhanizatsiya turystychno-hotel'noho pidpryyemstva. Navchal'nyy posibnyk* [Economics and organization of tourist and hotel enterprise. Tutorial]. Kyiv: Tsentр uchbovoyi. literatury. 344 p. [in Ukrainian].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED
FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

10. Rethinking tourism success for sustainable growth. <https://www.oecd-ilibrary.org/sites/82b46508-en/index.html?itemId=/content/component/82b46508-en>
11. Verkhovna Rada of Ukraine (1995). About tourism (Act No. 324/95-VR, September 15). Retrieved from: <https://zakon.rada.gov.ua/laws/show/324/95> [in Ukrainian].
12. Coslovsky V. G. Project financing. Education manual. 2nd edition. Recommended by the Ministry of Education and Science of Ukraine. 2019. P. 264.
13. IT in the field of tourism. URL: <https://habr.com/sandbox/26805/>.(access date: 05.01.2023)
14. Buryk A.F. Enterprise activity planning: training. manual K.: TsUL, 2018. 260 p.
15. Vakulenko V. Local economic development: a teacher's guide. K.: PROMIS Project, 2018. 103 p.
16. Varnaliy Z. S., Vasylytsiv T. G., Lupak R. L. Business planning of entrepreneurial activity: training. manual Chernivtsi: Technoprint, 2019. 264 p.
17. Vasyukova O.K. State image management models URL: <http://dspace.univer.kharkov.ua/bitstream/123456789/6781/2/Vasyukova.pdf>
18. Jinjoyan V.V. Modern innovative technologies in tourism and hospitality management. Efficient economy. 2021. No. 6. URL: <http://www.economy.nayka.com.ua/?op=1&z=8951> (January 2, 2023).
19. Dykan V. D., Zubenko V. O. Strategic Management: Education. manual K.: Center for Educational Literature, 2019. 272 p.
20. Donchenko L.M., Gosteva N.P. Problems and prospects of state support for the development of tourism. Zaporizhzhia: Central Committee of the Communist Party of Ukraine. State and regions. No. 1. 2010. P. 37-42.
21. Erhard L. Welfare for all URL: <http://bibliograph.com.ua/erhard1/index.htm>.
22. Kolyadenko S.V., Chikov I.A. Integrated assessment of competitiveness. Investments: practice and experience. 2021. No. 10. P. 34-39.
23. Concept of the State target program for the development of the tourism industry "Travel until 2026. https://mkip.gov.ua/files/pdf/Концепция_розвитку_туризму_2021_public.pdf.
24. Kopets G. R., Kulinyak I. Ya. Modern directions of development of enterprises in the field of tourism in Ukraine. Bulletin of the Lviv Polytechnic National University. Series "Problems of economics and management". 2020. Issue 4. No. 2. P. 37–48.
25. Martsenyuk L. V. Problems and prospects of tourism development in Ukraine. Economics Bulletin, 2015, No. 3. P.76-82. URL: https://ev.nmu.org.ua/docs/2015/3/EV20153_076082.pdf.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED
FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

26. Marchenko O. A. Conceptual principles of regional development of the tourist industry. *Economy and society*. 2017. No. 10. P. 454–458.
27. Melnyk T.Yu. Forecasting socio-economic phenomena as a tool for justifying management decisions. *Bulletin of ZHTU*. 2018. No. 2 (84). Series: Economic Sciences. P. 90-95.
28. Mykhalyuk N. I. Planning of enterprise activity. Education manual. 2nd edition. Recommended by the Ministry of Education and Science of Ukraine. 2020. 620 p.
29. Ministry of Infrastructure of Ukraine. European integration. URL: <https://mtu.gov.ua/timeline/Evrintegraciya.html>. (application date: 10.01.2023)
30. Official website of the State Statistics Service of Ukraine. URL: <http://www.ukrstat.gov.ua> (date of application: 12.01.2023)
31. Payanok T.M., Lagovskyi V.V. Analysis and forecasting of socio-economic processes and tax revenues. K.: CPU "Comprint", 2019. 426 p.
32. About the development of the tourist industry of Ukraine. URL: <http://narodna.pravda.com.ua/travel/5b5f15f4d5bbb/> (access date: 18.01.2023).
33. Tourism Development Program of the Vinnytsia City Territorial Community for 2021-2023 URL: <https://2021.vmr.gov.ua/Branches/ContentLibrary/1f3fadf7-1d06-4e2c-8b49-da7c03dcde72> (access date: 01.24.2023) .
34. Semenenko T.O., Domrachev V.M. Forecasting the dynamics of macroeconomic indicators. *Bulletin of Sumy State University. Series "Economics"*, No. 3. 2019. P. 110-116.
35. Khayetska O.P. Analysis of GDP dynamics of Ukraine and other countries of the world URL: www.economy.nayka.com.ua/pdf/1_2018/60.pdf.
36. Chueva I., Nikolayeva L., Kosareva N. Innovative technologies of tourist activity on the world market of tourist services. *Economy and Society*, 2021. Issue 30. URL : <https://doi.org/10.32782/2524-0072/2021-30-19> (02.12.2022).
37. Voynarenko M.P., Dzhuliy L.V., Kuzmina O.M, Yanchuk T.V. Managing the development of innovation business processes with automated information systems. *Marketing and innovation management*. 2017. No. 4. P. 133–148.
38. Borysyuk O.A. Geographical region as an object of tourist marketing. *Bulletin of Taras Shevchenko Kyiv National University*. 2019. Issue 4 (74). P. 23-31.
39. Official website of the World Tourism Organization (UNWTO World Tourism Organization). URL: <http://www.world-tourism.org>. (date of application: 28.12.2022).
40. Bozhuk T. I. Geotouristic objects in the context of the recreation-touristic destinations concept / *Geo-Carpathians Potential of the Cognitive Tourism* / Edited by Ihor M. Bubniak and Andrzej T. Solecki. Krosno, 2014. 208 p.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

41. Omelnytska V. O. Essence and classification of types of gastronomic tourism. Pryazovsky Economic Bulletin. 2018. No. 1(6). P. 15–20.
42. Glushko V. O. Gastronomic tourism as a separate type of tourism: concept, essence, classification. Trade and market of Ukraine. Donetsk. national University of Economics and trade named after M. Tugan-Baranovskyi, Kryvyi Rih, 2016. Issue 39–40.
43. Tsviliy S., Gurova D., Kuklina T. Marketing competitiveness of hotel and restaurant enterprise: theoretical approach and methods of definition. VUZF Review. 2021. No. 6 (2). P. 30–41.
44. Prospects of Ukrainian craft cheeses. URL: <http://milkua.info/uk/post>
45. Semko T.V., Ivanishcheva O.A. Analysis of the current state of craft production of cheeses in Ukraine with elements of HACCP. Scientific Letters of Academic Society of Michal Baludansky. 2019. No. 7. Volume 4. R. 92-95.
46. Slivenko V.A. Ways to activate domestic gastrotourism on the international tourist market. URL: <http://www.economy.nayka.com.ua>
47. Ivanishcheva O.A. Cheese making as a perspective direction of gastrotourism in Vinnychyna village. URL: <https://science.kname.edu.ua/>
48. Gaponenko G.I., Parfinenko A.Yu., Shamara I.M. Organization of rural green tourism: a textbook for students majoring in "Tourism". Sumy: PF "University Book Publishing House", 2021. 300 p.
49. "Gourmet Roads" project. URL: <https://dorogygurmaniv.com/> .
50. Prospects of tourism development in Ukraine and the world: management, technologies, models: a collective monograph. 4th edition / for sciences ed. I.M. Voloshyna, L.Yu. Matviychuk. Lutsk: IVV of Lutsk NTU, 2018. 203 p.
51. We are building a national gastronomy. The full text of the Manifesto of Ukrainian cuisine. URL: <https://life.nv.ua/food-drink/manifest-ukrainskoy-kuhni>
52. Hemp dishes, sun-cured sausage and legendary potatoes. Vinnytsia attracts foreigners with authentic cuisine. URL: <https://www.vinnitsa.info/>
53. Gastrotour in Ukraine: 10 places to visit and what to try URL: <https://tripmydream.ua/media/podborki/gastrotur-po-ukraini-10-mists-de-potribno>
54. Ukrainian borscht was recognized as a UNESCO cultural heritage site <https://life.pravda.com.ua/>
55. Kornilova V.V., Kornilova N.V. Modern trends in the development of gastronomic tourism. Effective economy. 2018. No. 2. URL: <https://modecon.mnau.edu.ua>
56. Tour to Korosten for the Derun festival. URL: <https://tourbaza.com/tour/festival-deruniv-korosten/>

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

57. Svidlo K., Karpenko L., Peresichna S. Gastronomic tourism as a powerful innovative technology to increase tourist flows in Ukraine
58. Tourism Development Program in Vinnytsia Region for 2021-2027 <https://www.vin.gov.ua>
59. Family recipes of Podil cuisine. URL: <https://uccs.org.ua/novyny>
60. "Delicious Vinnytsia" map was developed for tourists. URL: <https://vinbazar.com/news>
61. Vinnytsia is calling for a festival of Tsekiniv cabbage rolls. URL: <https://www.ukrinform.ua/rubric-tourism/2814285-vinniccina>
62. Residents of Vinnytsia and guests of the city are invited to "Delicious Vinnytsia" food tours. URL: <https://i-vin.info>
63. Royik Yu. Osoblyvosti funktsionuvannya ta transformatsiyi oboronnykh sporud na terytoriyi suchasnoyi Vinnyts'koyi oblasti [Peculiarities of the functioning and transformation of defense structures on the territory of the modern Vinnytsia region]. *Etnichna istoriya narodiv Yevropy: zbirnyk naukovykh prats'*, (59). 2019, p.51.
64. Bohdan N. Turystychnyy brendynh rehioniv yak marketynhovyy instrument rozvytku turyzmu na terytorial'nomu rivni. [Tourist branding of regions as a marketing tool for tourism development at the territorial level]. *Brend-menedzhment: marketynhovi tekhnolohiyi. Tezy dopovidey III mizhnarodnoyi naukovo-praktychnoyi konferentsiyi*. Kyiv. 2021.S. 16–19.
65. Derzhavnyy istoryko-kul'turnyy zapovidnyk Busha. URL: <http://busha.com.ua/>
66. Lesik A. Okhrana i ratsional'noye ispol'zovaniye pamyatnikov arkhitektury [Protection and rational use of monuments of architecture]. L'vov: «Vishcha shkola». Lviv: "High School". 2019. P. 41.
67. Royik YU. Shlyakhy zberezhennya ta populyaryzatsiyi palatsovykh kompleksiv Vinnychchyny. [Ways of preserving and popularizing the palace complexes of Vinnytsia]. *Doslidzhennya, zberezhennya ta populyaryzatsiya pam'yatok istoryko-kul'turnoyi spadshchyny Ukrayiny*. Research, preservation and popularization of monuments of historical and cultural heritage of Ukraine: zb. materialiv Vseukr. nauk. konf., m. Pereyaslav, 14 kvitnya 2021 r. S. 177–178.
68. Obad Šćitaroci, M., Bojanić Obad Šćitaroci, B., & Mrđa, A. (Eds.) *Cultural Urban Heritage: Development, Learning and Landscape Strategies*. 2019. P. 310.
69. Mizhnarodna khartiya z okhorony y restavratsiyi nerukhomykh pam'yatok i vyznachnykh mists. *International Charter for the Protection and Restoration of Immovable Monuments and Places of Interest*. 1969. URL: https://zakon.rada.gov.ua/laws/show/995_757#Tex
70. Vechers'kyy V. Spadshchyna mistobuduvannya Ukrayiny.[Heritage of urban planning of Ukraine] Kyiv: NDITIAM. 2003. S. 67.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

71. Plamenyts'ka, O., Hnatyuk, L., & Humenyuk, I. *Metodychni pidkhody do revitalizatsiyi ta renovatsiyi istorychnykh budivel' (analiz dosvidu)*. [Methodical approaches to the revitalization and renovation of historical buildings (analysis of experience)]. *Teoriya ta praktyka dyzaynu. Design theory and practice* (19). 2019. S. 53.10.
72. *Travel & tourism economic impact. 2021* URL: <https://wtcc.org/Portals/0/Documents/Reports/2021/Global%20Economic%20Impact%20and%20Trends%202021.pdf>
73. Mykhaylovs'kyi, V. M. *Formuvannya terytoriyi istorychnoho Podillya u druhiy polovyni XIV st.* [Formation of the territory of historical Podillia in the second half of the 14th century]. *Ukrayins'kyi istorychnyy zhurnal, Ukrainian Historical Journal* (3), 2017.p. 67–82.
74. Rybchyns'kyi, O., & Lytvynchuk, I. *Typolohichni osoblyvosti ta problemy zberezhennya urbanistychnykh oboronnykh kompleksiv pryvatnykh mist knyaziv Zbaraz'kykh na Podilli, Kyivshchyni ta Volyni u XVI–XVII st.* [Typological peculiarities and problems of preservation of urban defensive complexes of private cities of the princes of Zbarazki in Podil, Kyiv region and Volhynia in the XVI–XVII centuries]. *Arkhitekturni doslidzhennya. Architectural studies. Vyp. 7, (1), 2019. p. 78–86.*
75. Tymchuk, S. *Turystychna destynatsiya yak osnova rozvytku rehionu.* [Tourist destination as the basis of regional development]. *Stratehichni perspektyvy turystychnoyi ta hotel'no-restorannoyi industriyi v Ukrayini: teoriya, praktyka ta innovatsiyi rozvytku. Strategic prospects of the tourism and hotel-restaurant industry in Ukraine: theory, practice and innovations of development: a collection of materials All-Ukrainian. : zbirnyk materialiv Vseukr. nauk.-prak. int.-konf., 28-29 zhovtnya 2020 r. Uman': VPTS «Vizavi», p. 171–174.*
76. Prylyts'kyi A.M. *Rynok v systemi suchasnoyi ekonomichnoyi teorii. Teopetyuni ta pykladni pytannya ekonomiky.*[The market in the system of modern economic theory. Theoretical and applied issues of economics]. *Zbipnyk naykovyx prats'. The killer of the bird. vypyck 25. K.: VPTS “Kyivc'kyi ynivepcytet”, 2011. pC. 187*
77. Vasiliev V., Gafurova, O., Zinko Y., Rutynskyi M., Shpenyk T., Tovt M. *Rural green tourism - from disconnected homesteads to territorial clusters.* Association for the Promotion of the Development of Rural Green Tourism of Ukraine. 2017. 64 p. URL: <https://geography.lnu.edu.ua/wp-content/uploads/2021/05/Rutynskyy-Silskyy-zelenyy-turyzm-2018-book.pdf> (access date 04/14/2022).
78. Gaba M. I. *Rural green tourism - a promising type of tourism for reforming the economy of Ukraine.* *Intelligence XXI.* 2016. No. 2. P. 88-94.
79. Gafurova O. *Legislation in the field of rural tourism: modern realities and development prospects.* *Bulletin of the Kyiv National University named after T. Shevchenko.* 2017. No. 2(105). P. 16 - 19.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED
FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

80. Holovnya O.M., Stavskaya Yu.V. Modern transformations of the development of tourism and the hospitality industry: monograph. Vinnytsia: VNAU, 2021. – 220 p.
81. Didiv I. B. Basic principles of development of rural green tourism in Ukraine. The current state, problems and prospects of the development of tourism in the regions of Ukraine: materials of the 4th All-Ukrainian Congress. science and practice conf. (Lviv, October 18-19, 2019). Lviv: LDUFK named after I. Boberskyi, 2019. P. 48-50.
82. Didyk N.V., Warsaw O.V. The development of green tourism is a priority task for Ukraine. *Economy and society*. 2017. No. 9. P. 763-767.
83. DSTU ISO 9000-2015. Quality management system. Basic provisions and glossary of terms. [Effective from 2016-07-01]. View. officer Kyiv: Derzhstandard of Ukraine, 2016. 45 p.
84. DSTU ISO 9001:2015. Quality management systems. Requirements [Effective from 2016-07-01]. View. officer Kyiv: Derzhstandard of Ukraine, 2016. 22 p.
85. DSTU 3410-96 UkrSEPRO certification system. Substantive provisions. [Effective from 1997-04-01]. View. officer Kyiv: Derzhstandard of Ukraine, 1997. 31 p.
86. DSTU 4268:2003. Tourist services. Placement tools. General requirements. [Effective from 2004-07-01]. View. officer Kyiv: Derzhstandard of Ukraine, 2003. 14 p.
87. Duke A.A. Development of green tourism in Ukraine. *Efficient economy*. 2018. №. 12. URL: http://www.economy.nayka.com.ua-/pdf/12_2018/120.pdf (access date 04/21/2022)
88. The European Green Course: opportunities and threats for Ukraine. 2020. URL: <https://www.rac.org.ua/uploads/content/571/files/european-green-dealuafinal.pdf> (access date 04/14/2022)
89. Malska M., Zinko Yu. Types and models of rural tourism clusters in Ukraine. *Bulletin of the Kyiv National University of Culture and Arts*. 2018. №. 2. P. 8-23.
90. Mykolyuk O. Will the war help... tourism? *Day*. 2014. No. 238. URL: <https://day.kyiv.ua/uk/article/cuspilstvo/viyna-dopomozhe-turyzmu> (access date 04/10/2022).
91. Lokhman N.V., Kornilova O.V., Hryshchuk O.A., Omelchenko Yu.V. Monitoring the implementation of the innovative potential of the tourism sphere of Ukraine. *Efficient economy*. 2022. №. 2. URL: <http://www.economy.nayka.com.ua/?op=1&z=10000> (access date 04/16/2022).
92. Korol M.M., Atamanchuk V.V. Analysis of the European experience of organizing green tourism. *Scientific Bulletin of the Uzhhorod National University*. 2016. Issue 7. P. 30 - 33.

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

93. Pityulych M.M., Mykhailiuk I.I. Peculiarities of the functioning of rural tourism in Ukraine and the experience of European countries. *Scientific Bulletin of Uzhhorod University*. 2011. No. 33. P. 154-158.
94. Association for promoting the development of rural green tourism in Ukraine. URL: <https://www.greentour.com.ua/>
95. Stavska Yu.V. Rural green tourism as a direction of development of rural areas. *Economics, finance, management: topical issues of science and practice*. 2018. Issue 1' (41). P. 83-95.
96. Stavska Yu.V. Agritourism complexes in the context of the green European course: vectors of development and prospects. *Economics, finance, management: topical issues of science and practice*. 2022. No. 1. P. 94-106.
97. Stepanov V. Yu. Rural green tourism in Ukraine: problems and prospects. *Actual problems of public administration*. 2018. No. 1(53). P. 1-5.
98. Stavska Yu.V. Directions of innovative development of tourism in Ukraine. *Economy. Finances. Management: topical issues of science and practice*. 2019. No. 2. P. 45-57.
99. Den Hertog P., Van der Aa W., De Jong M.W. Capabilities for Managing Service Innovation: Towards a Conceptual. *Journal of Service Management*. 2010. Vol. 21. № 4. P. 490–514.
100. Prylutsky A.M. Peculiarities of green tourism as a promising field of the recreation industry. *Economics, finance, accounting and law: analysis of trends and prospects for development: a collection of theses of reports of the international scientific and practical conference (Poltava, December 7, 2020): in 3 hours*. Poltava: TsFEND, 2020. Part 2. 71 p., P. 17
101. About the promotion of the "Yavir" Association to the development of tourism in the Vinnytsia region. URL: <http://www.javirua.org/pro-spriyannya>
102. On the approval of the concept of the State target program for the development of tourism and resorts for the period until 2022. URL: <http://zakon3.rada.gov.ua/laws/show/638-2013-%D1%80>
103. Tourism development program in the city of Vinnytsia for 2021-2026. URL: www.vmr.gov.ua
104. The project "Rural green tourism - from disconnected homesteads to territorial clusters". URL: https://www.greentour.com.ua/projects/proekt_agrosilrozvutok
105. Stavska Yu.V., Vovk V.Iu. (2018). Investytsiina pryvablyvist Vinnytskoho rehionu [Investment attractiveness of the Vinnytsia region] *Skhidna Yevropa: ekonomika, biznes ta upravlinnia – Eastern Europe: Economy, Business and Management*, 3 (14). 371-375. Retrieved from <https://chmnu.edu.ua/wp-content/uploads/2019/07/Stavska-YU.V.-Vovk-V.YU..pdf> [in Ukrainian].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

106. Prohrama rozvytku turyzmu u Vinnytskii oblasti na 2016-2020 roky [Tourism development program in the Vinnytsia region for 2016-2020] Departament mizhnarodnoho spivrobotnytstva ta rehionalnoho rozvytku oblderzhadministratsii Retrieved from <http://www.dmsrr.gov.ua/arx%dl%96tekturn%dl%96pamyatki,un%dl%96kaln%dl%96> [in Ukrainian].

107. Prohrama rozvytku turyzmu u Vinnytskii oblasti na 2021-2023 roky [Tourism development program in the Vinnytsia region for 2021-2023] Departament mizhnarodnoho spivrobotnytstva ta rehionalnoho rozvytku oblderzhadministratsii Retrieved from <https://www.vmr.gov.ua/Branches/ContentLibrary/1f3fadf7-1d06-4e2c-8b49-da7c03dcde72/1/%.pdf> [in Ukrainian].

108. Kiktenko, O.V. (2006). Mekhanizmy derzhavnogo rehuliuвання innovatsiinoho rozvytku natsionalnoi ekonomiky Ukrainy [Mechanisms of state regulation of innovative development of the national economy of Ukraine] *Ekonomika ta derzhava – Economy and the state*, 11. 53-56 [in Ukrainian].

109. Halushka Z.I., Soboliev V.O. (2019). Kontseptsiiia intehrovanoho rozvytku mist: neobkhdnist ta mozhlyvosti zastosuvannya v Ukraini [The concept of integrated urban development: necessity and possibilities of application in Ukraine] *Problemy systemnoho pidkhodu v ekonomitsi – Problems of the systemic approach in economics*, 1(1). 80-85. DOI: <https://doi.org/10.32782/2520-2200/2019-1-12>. Retrieved from [http://nbuv.gov.ua/UJRN/PSPE_print_2019_1\(1\)__14](http://nbuv.gov.ua/UJRN/PSPE_print_2019_1(1)__14). [in Ukrainian].

110. Holovnia O.M. (2021). Sotsialno-ekonomichni aspekty rozvytku mizhnarodnoho turyzmu pid vplyvom hlobalizatsiinnykh chynnykiv [Socio-economic aspects of the development of international tourism under the influence of globalization factors] *Ekonomika, finansy, menedzhment: aktualni pytannia nauky i praktyky – Economics, finance, management: topical issues of science and practice*, 1. 56-71.

111. Vinnytskyi standart hostynnosti: prohrama posylennia konkurentospromozhnosti turystychnoi industrii Vinnytsi [Vinnytsia standard of hospitality: a program to strengthen the competitiveness of the Vinnytsia tourism industry] Retrieved from <https://stina.org.ua/vinnytskyj-standart-gostynnosti-programa-posylennya-konkurentospromozhnosti-turystychnoyi-industriyi-vinny-tsi/> [in Ukrainian].

112. Voitenko, K.K. (2014). Klasternyi pidkhid do formuvannya ta rozvytku turystykykh destynatsii z urakhuvanniam turystskoho potentsialu mist

[A cluster approach to the formation and development of tourist destinations, taking into account the tourist potential of cities] *Komunalne hospodarstvo mist –Communal management of cities*, 117. 26-31 [in Ukrainian].

113. Proiekt “Image Mapping” Hromadskoho obiednannia “Tsentr rozvytku Panheia Ultima” [The "Image Mapping" project of the "Pangaea Ultima Development Center" public association] Retrieved from <http://www.pangeya.com.ua/index.php/ouractivities/ethno-tourism/208-im2015.html> [in Ukrainian].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

114. Yemelianov V.M. (2011). Rozrobka i optymizatsiia mekhanizmiv derzhavnoho rehuliuвання mizhrehionalnykh ekonomichnykh zviazkiv shchodo pohlyblennia intehratsiinykh protsesiv [Development and optimization of mechanisms of state regulation of interregional economic relations for the deepening of integration processes] Investytsii: ta dosvid – Investment: and experience, 19. 101-104. [in Ukrainian].
115. Stavska Yu.V. (2018). Osoblyvosti ta tendentsii rozvytku industrii silskoho turyzmu [Features and trends in the development of the rural tourism industry] Skhidna Yevropa: ekonomika, biznes ta upravlinnia – Eastern Europe: Economy, Business and Management, 6 (17). 84-91. [in Ukrainian].
116. Pro Stratehiiu staloho rozvytku Ukrainy do 2030 roku [About the Strategy of Sustainable Development of Ukraine until 2030] Retrieved from http://w1.c1.rada.gov.ua/pls/zweb2/webproc4_1?pf3511=64508 [in Ukrainian].
117. Systemy ekolohichnoho upravlinnia: suchasni tendentsii ta mizhnarodni standarty [Environmental management systems: modern trends and international standards] Kyiv: Instytut ekolohichnoho upravlinnia ta zbalansovanoho pryrodokorystuvannia [in Ukrainian].
118. Mista – pobratymy Vinnytsi [Twin cities of Vinnytsia] Retrieved from <https://www.vmr.gov.ua/Lists/VinnytsyaCity/ShowContent.aspx?ID=>
119. Mystetske obiednannia “PLAI” z Vinnytsi orhanizuie festyval “Intercity live: Eurotrip” [The artistic association "PLAI" from Vinnytsia organizes the "Intercity live: Eurotrip" festival] Retrieved from <https://vezha.ua/mystetske-ob-yednannya-plai-vygralo-grant-na-organizatsiyu-festyvalyu-intercity-live-eurotrip/> [in Ukrainian].
120. Vinnytsia ta frantsuzke misto Dizhon spivpratsiuvatymut u napriamku rozvytku hastronomichnoho ta podiievoho turyzmu [Vinnytsia and the French city of Dijon will cooperate in the direction of the development of gastronomic and event tourism] Retrieved from <https://www.ukrinform.ua/rubric-tourism/2815776-vinnica-zapozicuvatime-dosvid-dizona-v-rozvitku-gastroturizmu.html> [in Ukrainian].
121. Vasylenska N.I. (2010). Dyversyfikatsiia vyrobnychoi diialnosti silskoho naseleння Lvivskoi oblasti [Diversification of production activities of rural population of Lviv region] Economy of agro-industrial complex – Ekonomika APK, 3. 84-90. [in Ukrainian].
122. Natsionalnyi muzei-sadyba M.I. Pyrohova [The National Manor Museum of M.I. Pirogov] Retrieved from <http://www.pirogov.com.ua> [in Ukrainian].
123. Holovnia O.M. (2019). Zaprovadzhennia innovatsiinykh tekhnolohii finansuvannia sotsialnoho rozvytku [Introduction of innovative technologies for financing social development] Ekonomika, finansy, menedzhment: aktualni pytannia nauky i praktyky – Economics, finance, management: topical issues of science and practice, № 7 (47). 31-39. DOI: 10.37128/2411-4413-2019-7-4. [in Ukrainian].

THE PROSPECTS FOR THE DEVELOPMENT OF INTEGRATED FORMATIONS IN THE FIELD OF TOURISM OF THE VINNYTSIA REGION

124. Kelder T.L. (2011). Mizhnarodnyi rynok posluh: tendentsii ta problemy rozvytku [International services market: trends and problems of development] Derzhava ta rehiony – State and regions, 5. 33-37. [in Ukrainian].
125. Kovi, S.R. (2014). 7 zvychoh nadzvychaino efektyvnykh liudei [7 Habits of Highly Effective People] Kharkiv: Klub Simeinoho Dozvillia, 384 [in Ukrainian].
126. Hrytsak Ya. (2014). 26-y PROTsENT, abo yak podolaty istoriiu [26th PERCENT, or how to overcome history] Kyiv: Fond Poroshenka, 136 [in Ukrainian].
127. Hibernau, M. (2012). Identychnist natsii [Identity of nations] Kyiv: Tempora, 304 [in Ukrainian].
128. Kalna-Dubiniuk T.P. (2016). Osnovy upravlinnia ta orhanizatsii vidpochynku v ahrooseliakh [Basics of management and organization of recreation in agricultural settlements] Kyiv; Nizhyn: PP Lysenko M.M., 104 [in Ukrainian].
129. Petruk V.H. (2016). Ekoheohrafiia ta ekoturizm [Ecogeography and ecotourism] Vinnytsia: TOV Nilan-LTD, 178 [in Ukrainian].
130. Natsionalnyi pryrodnyi park “Karmeliukove Podillia“ [Karmelyukovo Podillia National Nature Park] Retrieved from <http://karmelukove.com/> [in Ukrainian].
131. Mikula N.A., Tolkovanov V.V. (2011). Transkordonne spivrobotnytstvo [Cross-border cooperation] Kyiv: Kramar, 259. Retrieved from http://www.slg-coe.org.ua/wp-content/uploads/2012/10/Book_Trnskordonne_final_14-Aprill_11.pdf [in Ukrainian].