

SECTION 3. DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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3.1 The mechanisms of the formation of the regional structure of tourism

In the process of the research, it was determined that the further improvement of the regional structure of the tourism activity is related to the development of the objects of its infrastructure and the creation of the image brands. We were established that the creation of the image brand "Zaporizhzhya is historical" should be based on the preservation, the development of the rational use of the most significant memorials of the historical-cultural heritage and their involvement into the tourism infrastructure [86]. In particular, the leadership of the historic-archeological museum "Kamyana Mohyla" managed to resolve the question of the transferring of the historical and the archaeological museum-reserve "Kamyana Mohyla" from the communal ownership to the state. The museum-reserve needs to be granted the status of the national. The status of the national has the reserve "Khortytsya" with the historical-cultural complex of "Zaporizhzhya Sich". The historical-architectural Museum-Reserve "Saduba of Popov" urgently needs repair-restoration works and development.

It is important to make the development of the archaeological and the historical tourist routes in the districts of Zaporizhzhya region; the renewal and addition of the expositions, the development of the exhibition activity of the museums "Zaporozhye Cossacks in the days of Nova Sich and P. Kalnyshevsky" (the National Reserve "Khortytsya"), "The Roots of Our Family", etc. It is also necessary to create the development of the historical-tourist infrastructure for the improvement of the informational and exposition significance of the historical objects; the preservation and the protection of the memorials, taking measures to prevent violations of the established modes of their use. The time also requires mystification of the number of the unique memorials (the famous Protovche), the re-expositions of the existing museums and the construction of new ones (new building, boat museum, etc.) [87].

The heart of the brand is the revival of the historical-cultural and the economic traditions of the Ukrainian Cossacks. For the reconstitution of the historical memory, the development of the spirituality, the return to the centuries-old national traditions, it is important to fully realize already adopted programs, the Resolution and the Decrees: "About the Program of the reproduction of the prominent memorials of history and culture" (Resolution of the Cabinet of Ministers of Ukraine dated April 23, 1999, № 700), "About the revival of the historical-cultural and the economic traditions of the Ukrainian Cossacks" (the Decree of the President of Ukraine dated January 4, 1995, № 14/95), which are supplemented by the additional measures [88].

The development of the National reserve "Khortitsa is carried out in accordance with the Resolution of the Cabinet of Ministers of Ukraine of April 6, 1993, №254 "About the National Reserve" Khortytsia "and the Order of the Cabinet of Ministers of Ukraine dated May 16, 2001 №202-r" About approval of the measures as for the development of the national reserve "Khortytsa" for 2001-2005 years".

It is entered the practice of holding conferences on the actual problems of the development of the reserve. However, the reserve as the whole does not answer the requirements of the priority of the tourist object of the region. The intensive economic exploitation of the territory, the geological and the hydrological processes, soil erosion, the destructive technogenic influence have threatened the loss of the historical-cultural and the natural objects, which is led to the need of the complex of the measures which is related to the preservation, the proper maintenance and the use of the objects of the reserve.

The main attention should be focused on the implementation of the State program of the development of the National reserve "Khortitsa", which would be included: the preservation of the unique memorials of the reserve, in particular, the memorial of the Museum Fund of Ukraine; the revival of the historical landscapes, the natural complexes, the vegetation and the wildlife; the ordering of the territory of the reserve; the creation of the conditions for the revival and the development of the patriotic, the historical traditions of the Zaporizhzhya Cossacks, the tourism infrastructure, which is possible only through the use of the urgent effective measures

and the state support.

The aim of the Program is the creation of the conditions of the providing of the development of the unique spiritual, the historical-cultural centers of the country such as the National reserve "Khortytsya", it is wide popularization of its importance both in Ukraine and abroad, the activation of the domestic and the international tourism. As for the ways of the development of the reserve, the most accepted is the comprehensible approach which is provided the use of the necessary measures which is related to the preservation of the historical-cultural and the natural objects of the reserve, their proper maintenance and use.

The further development of the reserve is implemented through the realization of the scientific research; the implementation of the works with the conservation, mystification of the objects of the heritage and the arranging of the memorial place, the popularization of the cultural heritage, the creation within the reserve of the recreational areas for the providing rest place and the visitor services. The Program should be performed the following main directions:

At the first stage was envisaged to ensure:

- the realization of the archeological, the ecological and other scientific research;
- the drafting of the accounting documentation for newly discovered objects and the including them to the State register of the immovable memorials of Ukraine; the production of the scientific-project documentation, the implementation of the works from the preservation, the rehabilitation and the museifications of the objects, the restoration of the landscapes, the preservation of the natural complexes of the State geological reserve "Dnipro Porogi"; the realization of the complex of the measures on the studying, the accounting, the preservation, the restoration of the museum objects and the collections; the creation of the new expositions and the exhibitions on the basis of the fund collections of the reserve; the repair and the renovation of the museum buildings; the revival of the historical, the patriotic and the cultural traditions of the Zaporizhzhya Cossacks.

The importance meaning has the allocation of the recreational areas for the rest and the service of the visitors and the tourists, the implementation of other tasks which

are outlined by the general plan of the National reserve “Khortytsia”; the development of the regime of the conservation and the order of the use of the memorials of the reserve, the areas of its protection; the creation of the conditions for the regeneration of the traditional character of the environment, the restoration of the landscapes, the preservation of the natural complexes of the State geological reserve "Dnipro Porogi"; the implementation of the modern systems of the accounting of the fund collections, the implementation of the measures for their conservation and the restoration, the creation of the new expositions; the provision of the proper conditions for the exhibiting of the objects of the cultural heritage of the reserve; the repair of the buildings of the museum which is located on the territory of the reserve; the development of the tourist infrastructure and the revival of the traditions of the Zaporizhzhya Cossacks.

At the second stage was envisaged the adjustment of the scientific-project documentation, the specification the amount of the funding for the work which was related to the implementation of the Program.

The financing of the work under the Program is planned to carry out within the budget allocations which is foreseen for the relevant year by the Ministry of Culture and Tourism of the State budget of Ukraine for the preservation of the historical-cultural heritage, and also at the expense of the charitable contributions, the voluntary donations and other sources. The estimated cost of work is about 90 million hryvnias.

The implementation of the State program of the development of the National reserve "Khortytsia" will contribute to such expected results as: the formation of the awareness of the historical significance of the Khortytsia Island as the spiritual, the state and the political symbol of the Ukrainian nation; the patriotic upbringing of the youth in the heroic traditions of the Zaporizhzhya Cossacks; the activation of the process of the research, the conservation, the museification, the proper preservation of the objects of the cultural heritage and their inclusion to the tourist routes.

It is necessary to provide the elimination or the minimization of the town-planning, the technogenic and the environmental factors that negatively influence the condition of the preservation of the cultural heritage objects and the natural-reserve

fund; the recreation of the traditional environment and the landscapes of Khortytsy Island; the increasing of the efficiency of the using the complexes of the memorials of the reserve for the purpose of the popularization of the national historical-cultural heritage; the intensification of the tourism development, in particular the international, as one of the main sources of the investment attraction.

The most perspective for the development of the tourism industry in the Zaporizhzhya region is the direction of the rural green tourism, which will promote the level of the living of the inhabitants of the particular rural area, which was stimulated them to improve the local infrastructure and the maintenance the proper ecology of the environment [88]. The development of the rural tourism, as well as the development of any kind of the entrepreneurial activity, can become the additional profit in the budgets of the regional and local levels and can be used for the needs of the public. The development of the rural green tourism will be one of the most effective models for the community cohesion and can contribute to the solving other problems in the area.

However, the situation in Ukraine with the personnel for the development of the rural green tourism remains difficult. The questions from the introduction of the system of the training of the profiled specialists, the training and the retraining of the rural hosts, the unoccupied rural population is not still decided yet. In Ukraine, there is no constant group of the trainers which is done the profiled full consultancy, the support and the training of the interested persons; accordingly, it doesn't create the constant information-training center to which could be addressed to the ordinary peasant and receive any materials and the recommendations, to undergo the internship which is necessary for starting their own business on a more or less professional basis [88]. Instead, now in Ukraine we have the significant number of the operator of the rural green tourism who works without special skills, as they say, intuitively. There are also several professional trainers whose activities are concentrated mainly in the regions in which they operate and whose range of the services is not exhaustive.

In the context of the preparation of the staff, the attention should also be paid to the level of the information-methodological support of the preparation these staff. The information-methodological base in Ukraine that would provide all those who would

like to engage of the reception of the tourists in the village by the specific mechanisms and the tools is, firstly, not enough comprehensive, because it does not cover all components of the activity in this sphere, and secondly, it is not enough focused on the practical aspects of the management. It is clear that these factors will not be able to provide the proper level of the quality services in the future [89].

The slow promotion of the idea of this type of tourism due to the lack of the popularization of this form of the rest among the potential clients and the knowledge of the rural population about the prospects of the development of the business sphere are prevented of the intensive development of the rural green tourism [88]. The illumination of this topic in the media has the sporadic character, which is complicated the process of the perception of the information by the potential tourists and the operators of the rural green tourism.

The individual conversation requires the quality of the printed products, which is disseminated by the organizations-promoters of the rural green tourism. The materials are not informative enough. As a rule, they do not include the data of the general tourist information: how to get to a place of the rest, what attractions there are in this area, where you can buy souvenirs, what kind of food establishments are functioning. It is absent the thematic or the specialized materials about the archeological tourism, the recreation and the fishing, which is complicated the ability for the potential tourist to quickly find information.

The lack of the well thought-out system of the dissemination of the advertising information-tourism products does not promote direct communication between the operator and the client. Therefore, the important is the accelerated development of the private entrepreneurship in the field of the rural tourism such as the increase of the level of the professional knowledge and the skills of the entrepreneurs, the expansion of the range of the services and the increase their quality, the strengthening of the awareness of the population about the rural tourism [90].

For the realization of this direction, the most important is the organization and the realization of the training of all categories of people who is involved in the field of the rural green tourism; the collection and the systematization of the information about

the local / the regional tourism products, the creation of the necessary of the databases; the improvement of the existing and the development of the new tourist products, the routes; the informational support of the rural green tourism, as well as granting access to the information resources of the active and the potential operators of the rural tourism; the organization and the realization of the common actions by non-profit organizations, the business structures and the local authorities; the realization of the information education programs through the local and the regional mass media about the perspectives and the benefits of the rural green tourism [88].

For the creation and the development the image brand “Zaporizhzhya is the ethno-cultural” in accordance with the Program for the support of the development of cultures of national Minorities in Zaporizhzhya region, the following main aims and the measures can be recommended, such as: the providing of the qualitatively new level of the cooperation between the authorities and the public organizations, the broadening of their involvement in the implementation of the investment of the projects, the including with the participation of their mother countries (national and cultural associations of Zaporizhzhia region: The Association of All-Ukrainian Society "Prosvita" named after T. Shevchenko, the Regional Association of the National and the Cultural Societies of the region, the Branch of the All-Ukrainian Organization "Russian Movement of Ukraine" in Zaporizhzhya region, the Society of Bulgarian Culture, Jewish Council, German Society of “Vidergeburt”, Greek Council "Ellada", Society of Polish Culture named after A. Mickiewicz, Lithuanian Society, Armenian Union of Zaporizhzhia Region, Organization of the Congress of Azerbaijanis of Ukraine, Assyrian Diaspora in the Zaporozhye region; it is only about 60 national-cultural societies).

It is important the preservation of the identity in the tourist-resort sector of the industry of the tourism and taking into account the multi-ethnicity of the population. The multinational composition of the population of the Zaporizhzhya region on the basis of materials of the All-Ukrainian Population Census of 2001 year has more than 130 nationalities. It can provide the opportunity to attract of the cultural heritage of the national minorities of the region, their active use in the field of the tourism such as the

creation of the ethnographic corners, the religious tourism (Mennonites), etc.

The provision is made for the creation of the necessary conditions for the ethno-cultural diversity; the preservation of the verbal and the ethnic identity of the nations and nationalities that live in the Zaporizhzhia region, the unification of the national minorities around the idea of the regional self-government, and the preservation of the stable socio-political situation in the region. The reasonable realization of the Coordination Council of the national-cultural societies at the regional state administration on the actual problems of the development of the community, the illumination of the activities of the national-cultural societies of the region in the media was substantiated.

It is necessary to carry out joint actuals, already traditional annual events (five years in a row) of the All-Ukrainian festival of the arts of the national cultures "We are Ukrainian", the festival of the Russian song "Kalinka", the national holiday of the Tatar Diaspora "Sabantui" with the Zaporizhzhya center of Tatar culture "Altin Ai", the festival for the children of the preschool age "Circle of friends" of Melitopol, the celebration of the Day of Europe in Zaporizhzhya, the Day of Greek Culture, which was held with the support of the Federation of the Greeks of Ukraine, the holiday of Ivan Kupala in the Rosivskiy district and others which are played the significant role in the interacting of the national-cultural societies in the field of the culture, the education, the media, the communications and others.

The preservation of the folk artistic traditions, the cultural-artistic institutions are aimed at recreating the historical memory; the affirmation of the Spirituality; the return to the centuries-old national traditions; the providing of the full functioning of the network of the elementary specialized educational institutions and the higher educational institutions of the culture and the art; the further support of the regional departments of the national creative unions of Ukraine; the support and the development of the academic direction of the art, the traditional folk culture and the amateur art, the realization of all-Ukrainian, the international, the regional competitions, the reviews, the festivals, the cultural and the artistic actions, etc.

For the creation and the development of the image brand of "Zaporozhye is the

resort tourism" it is possible to recommend the main aims and the measures which are provided for by the Concept of the development of the tourism and the resorts in the Zaporozhye region. The realization of such a plan is envisaged in three stages. The first step will be to introduce the system of the measures as for the improvement of the system of the industries of the management, the accumulation of the necessary information about the tourist and the recreational potential of the region; it is reconstructed the existing material base and the infrastructure of the resorts and the tourism, it is created the conditions for the implementation of the investment projects of the Program [86].

The main tasks of the first stage are the institutional support of the development of the industry, the creation of the regional coordination council of the question of the development of the recreational-resort complex and the tourism, the specialized management of the recreational-resort and the tourism activities in the regional state administration, the specialized center of the tourist information in Zaporizhzhia region, the development and the approval of the urban and the district programs of the development of the tourist and the resort and the recreational complex; the development of the infrastructure of the recreation and the health improvement of the population.

It is important to carry out the inventory of the land of the recreational-health appointment, the lands which is had the natural, the historical-cultural value; the memorials of the history and the culture with the definition of the tourist attraction; the sanatorium establishments and the establishments of the rest, the compiling of the unified register, the inventory of the yachts clubs, the mandatory registration of the establishments of the rest of all forms of the ownership as legal person or the branches in the local administrations; the taxes must remain in the local budgets[86]. It is necessary of the development of the recommendations for the district state administrations and the city executive committees as for the regarding of the reception and the opening of the sanatorium-resorts establishments and the establishments of the rest which are located on the territory of the region, except the specialized medical institutions, in accordance with the requirements of the current legislation.

This will enable to develop the general plans and the schemes of the development of the recreational-rest areas and the tourist centers in the structure of the tourism industry. It is important to hold tenders for the right to allocate the recreational territories for the development of the objects of the recreation with the share participation on the development of the engineering and the general resort infrastructure; the mastering of the new recreational-resort areas and the territories with the tourist potential, the modernization of the existing tourist objects and the resort-recreational establishments, the creation and the functioning of the highly profitable tourist-resort and the recreational tourism enterprises on the basis of the introduction of the modern technologies of the world tourism.

The increase of the number of the hotels and the creation of the establishment of the medical centers which will be provided the plantation services, the development of all elements of the infrastructure will also contribute to the protection and the rational use of the nature-conservation and the nature-recreational tourist areas of the region. The development of the zone of the natural-recreational landscapes of the regional significance through the introduction of the direct financing mechanisms from the state and the local budgets of the necessary tourist infrastructure for the public use or the lease to the private entities must be concerned with the clearly defined conditions such as the arrangement of the routes, the places for the rest, the public beaches, the observation grounds, the tourist information centers, the stands on both sides of the road, etc. [89]

The special role is played by the improving of the quality and the choice of the resort-tourist services, the implementation of the state and the regional norms and the standards of the providing of the services of the population; the realization of the mandatory certification of the services which is related to the placement, the nutrition of the tourists and the holidaymakers in health and the recreation establishment, except for the specialized medical institutions. It is necessary to provide the increase in the volume of the provision of the tourist and the recreational services through the expansion in the bound and the domestic tourism; the development of the excursions and the tourist routes taking into account the historical-cultural values of the region

[90]. It is expedient to intensify the development of the measures as for the support of the organization of the tourist-medical and the excursion work among the children, the teenagers and the young people.

The mechanisms of the improvement of the regional structure of the tourism activities are provided of the comprehensive stimulation of the development of the promising thematic directions of the tourism. In the conditions of the region, this is, first and foremost, the directions of the historical, the cultural-cognitive (with the aim to visit the theaters, the museums, the sports and the festival events, the solemn holidays, etc.), the business-training, the ecological, the exotic, the sporting, the recreational, the underwater, the yacht, the fishing, the hunting, the rural green, the children, the youth, the business, the official, the religious; the excursion, the nostalgia, the ethno-tourism, etc. It is the maximum inclusion into internal tourist route of the unique of the natural-landscape, the historical-urban, the historical-architectural and other tourist-attractive objects in the districts and the towns of Zaporizhzhya region [86].

This will not only significantly change the image of the region as the industrial metropolis, but will also provide the new powerful impetus of the socio-economic development of the territories; the expansion of the range of the resort-recreational and medical services such as from the diagnostics, the prevention to the treatment of the diseases with the widespread use of the available recreational and the medical resources in compliance with the requirements of the environmental protection; the organization of the long-term rest and the sanatorium-health improvement, the leisure; the creation of the rescue and the search services for the purpose of the guaranteeing of the safety of the tourists in resort areas, etc.

The development of the mechanisms of the perspective marketing support of the improvement of the regional structure of the tourism industry which is included the research on the tourism development, the preparation of the decisions on the priority of the financing projects in the tourism industry. It is also necessary of the realization of the scientific research work in the rural areas to study of the rural territories for the organization of the tourism; the investigation of the existing flows and the demand to

the services of the incoming, the outbound, the transit and the domestic tourism and the development of the appropriate forecasts of its development.

The segmentation of the structure of the tourism industry can be achieved through the diversification of the tourist offers and the services; all seasonal in the activities of the resorts and the tourism and its evaluation. The perspectives of the development of the tourist infrastructure and the convenience for the tourists are connected with the development of the complex of the public services in the industry, the support of the cleanliness of the environment, the activation of the business sector [89].

The special attention is acquired the development of the types of the industries which are related to tourism; the coordination of the state and the private initiatives; the introduction of the new technologies; the upbringing of the hospitable mentality among the inhabitants of the region and the industry workers. It is the necessary of the organization of the information support and the promotion; the preparation of the the necessary information about the tourist-recreational potential of the region, the realization of the high-quality advertising as for the promoting of the new image of the region as the attractive in terms of the different types of the tourism, the industry f the rest and the entertainment [90]. The provision of the advertising of the regional of the tourist product at the tourist exhibitions-fairs at the all-Ukrainian and the international levels with the obligatory participation of the representatives of the local state administrations should be provided; the realization of the festivals, the contests and other events with the aim to attract attention to the tourist and the tourist-recreational complexes of the region.

The advertising block covers the implementation of the national-wide and the local mass media of the special cycle and the rubrics for the popularization of the domestic tourism, the historical-cultural heritage of the state, and it organizes the provision of them with the necessary materials; it establishes the close interregional and intergovernmental communications with the aim of not only providing of the medical, the recreational, the recreational and the tourist services to the residents of other regions and countries or the exchange of the recreations, but also attracting the

funds from the domestic and the foreign investors on the mutually beneficial basis, the exchange of the experience, etc.

We are recommended the implementation of the methodology of the best innovative projects in the tourism industry and the realization of the competitions with the aim to provide them with state support; the creation and the continuous updating of the information database in the region about the investment projects in the tourism and the resort industries; the development and the implementation of the regional, the local and the district programs of the engagement of the investment in the development of the resort-tourism spheres of Zaporizhzhia region [87].

The main tasks of the second stage include the realization of the monitoring and the analysis of the work of the subjects of the tourist's activities, the sanitary and the epidemiological conditions and the development for the results of its proposition as for the increase of the efficiency of their work in the tourist services market. It should be organized the proving of the organizational and the methodological help of the subjects of the business activities as for the receiving the licenses for the tourism activities.

At this stage, the realization of the audits of the works of the subjects of the tourism industry is materialized as for the compliance with the license conditions of the implementation of tourism activities. It is necessary to provide the assistance in the resolving the questions of the changing the ownership of the objects of the tourism-recreation industry, taking into account the conditions of the market relations. The importance is the providing of the location of the tourist-recreational infrastructure objects in accordance with the regional planning schemes.

The implementation of the meliorate works on the preservation and the restoration of the landscape-resort areas, the coast of the Sea of Azov will contribute to the improving the sanitary condition of the recreational and the tourist areas. The implementation of the forms of the postgraduate education and the certification training of the personnel in the tourism industry, the hotel and the restaurant business; the elimination or the relocation of the harmful enterprises which are located in the historic places or near the resorts; the development of the production of the souvenirs from the local materials [87].

The third stage is the increase of the volume of the granting of the tourist and the health services, the creation and the functioning of highly profitable tourist and the resort- recreation enterprises which is based on the introduction of the modern technologies of the world tourism. The development of the resorts largely depends on the cost of the fuel-energy resources, the preservation of which is the subject of the state policy. Most resorts do not have traditional sources of the energy depending on the conditions of development. Therefore, there is the need of the wider introduction of the non-traditional types of the energy in the resort areas.

Looking at the modern realities, it is necessary to provide of the elimination of the energy deficit of the resorts through the use of the energy-saving technologies, the reproducible and the non-traditional energy sources, the installation of the meters for the measurement of heat, hot and cold water, and gas. This will contribute to the improving of the quality of the ecological condition of the resorts. The main tasks of the third stage are the improving the competitiveness of the tourist enterprises, the complexes and the clusters through the mastering of the new markets, the gaining positions for the domestic tourism products on the international tourist market.

The formation of the system of the credit providing is the important component of the mechanisms of the improvement of the tourist complexes, the promoting of the further development of the infrastructure in the territories of the region where the objects of the tourism industry are located. The providing of the rational and the ecologically balanced use of the natural and the historical and the cultural potential for the tourism needs is also based on the formation of the positive image, the implementation of the information support of regional tourist products on the domestic market (especially the rural green tourism, the children and the youth tourism) [90].

The important task of the improvement of the regional structure of the tourism is the formation of the directions of the children and the youth tourism, in particular through the creation of the network of the student hotels, the hostels, the renewal of the material base of the network of children's health camps; the creation of the optimal system of the providing of the affordable and the effective sanatorium-resort treatment and the rest for the general population in accordance with the guaranteed level of the

medical and sanitary help, the ensuring of the needs of Ukrainian citizens and the foreigners of the resort and the recreational services at the level of the world standards, as well as the ecologically balanced and the efficient nature management.

The information-advertising and marketing support of the development of the historical-cultural and resort-tourist components of the tourist industry of the region should foresee, in our opinion, the following strategic aims and the operational measures, such as: the creation of the scientific- methodological center of the historical-cultural and the resort-tourist development on the basis of the regional Local museum with the aim of the realization of the necessary research in the field of the tourism. It is advisable to implement the further development of the various international and Ukrainian tourist routes; the realization of the educational-methodological seminars and the conferences as for the activity of the historical and the cultural institutions in the market conditions. It is necessary to establish of the new forms of the partnership such as the private-state, the social, etc.; the promotion on the cultural-tourist market services of the databases of the innovative-investment projects of the development of the cultural tourist market [91].

It is necessary to develop the advertising of Internet map of the historical-cultural and resort-tourist potential of the Zaporizhzhya region for the popularization of the tourist brand such as Zaporizhzhya is the historical-cultural and the resort-tourist. In our opinion, it will be combined: the results of the complex monitoring and the diagnostics of the historical-cultural and the socio-resort tourism potential of the Zaporizhzhya region.

With the aim of the increase of the competitiveness of the tourism industry, it is important to use the specialized regional information-document resources of the public libraries; the inclusion of the map of its structure and the placement in the united computer network of the electronic catalog of the Museum Fund of Ukraine and the State Register of the National Cultural Property.