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BUILDING A SUSTAINABLE TOURISM DEVELOPMENT STRATEGY IN THE CARPATHIAN REGION OF UKRAINE

Abstract. Permanent changes in market surrounded the Carpathian region of Ukraine, in its political and socio-economic environment, formation the new possibilities and conditions activities of the community require the development and adoption of new appropriate management decisions and adapt them to rapidly changing conditions of the market environment, improve the competitiveness of the territory and the relevant improvement well-being of every member of the community.

It was found that only joint efforts of the local government, business structure, NGO's and the whole community of the Carpathian region it is possible to transform region to be open for investors and tourists from Ukraine and the European Union. This is because the Carpathian region is characterized by sustainable development of local communities, harmonious combination of innovation economic activity, environmental agriculture and, consequently, promotion and implementation of health and recreational tourism.

The strategy of sustainable development of the territory – is, above all, the implementing of the changes policy, it is – plan and selection of appropriate local communities of areas of the Carpathian region, when and how all these changes are implemented. Thus it is necessary have recognition that not every change can justify both their expectations and the corresponding calculations, and the recommendations of relevant experts. In addition, the definition of "what changes are the best" everyone understands differently. In the same time, strategy of the sustainable development of tourism – is not only the choice of strategic objectives – is, above all, the choice of the real possibilities of each local community in the region, which they already possess, or even can get to achieve the main goal – improving the quality of life of the inhabitants of the Carpathians as a holistic administrative and territorial unit of Ukraine.

The proposed methodology of building a strategy of sustainable tourism development in the Carpathian region reflects a new ambitious goals of d improvement the province, which indicate the way to achieving its sustainable future as a dynamic, attractive to live, work, investment and worth visiting places on the map of Ukraine. The purpose of strategy for sustainable tourism

development – the transformation of the Carpathians territory in a safe space with a clean environment, rich natural resources, historical and cultural heritage, attractive to residents, businesses, investors and tourists, that requires the fundamental changes in approaches to all areas of his life.

Keywords: Carpathian region of Ukraine, the strategy of sustainable development, strategic management, health and recreational tourism, socio-economic policy, the quality of life of the inhabitants of the territory, the development of the province

BUDOWA STRATEGII TURYSTYKI ZRÓWNOWAŻONEJ W KARPACKIM REGIONIE UKRAINY

Streszczenie. Stałe przemiany w otoczeniu rynkowym karpackiego regionu Ukrainy, w jego środowisku politycznym i społeczno-gospodarczym, tworzenie nowych możliwości i warunków lokalnych społeczności wymagają opracowania i przyjęcia właściwych decyzji w zakresie zarządzania i dostosowania ich do szybko zmieniających się warunków otoczenia rynkowego, poprawy konkurencyjności obszaru oraz odpowiedniego dobrobytu każdego członka społeczności.

Stwierdzono, że tylko dzięki wspólnym działaniom władz lokalnych, przedsiębiorstw, organizacji pozarządowych i społeczności lokalnych można przekształcić region karpacki tak, aby stał się otwarty dla inwestorów i turystów zarówno z Ukrainy, jak i z Unii Europejskiej. Dzieje się tak dlatego, że region ten charakteryzuje się stałym rozwojem społeczności lokalnych, harmonijnym połączeniem innowacyjnej aktywności ekonomicznej, ekologicznym prowadzeniem gospodarki rolnej i, w konsekwencji, propagowaniem i wprowadzeniem zdrowia i turystyki rekreacyjnej.

Strategia zrównoważonego rozwoju obszaru to przede wszystkim wcielenie polityki przemian, to jest planowania i doboru odpowiednich społeczności lokalnych obszarów regionu karpackiego oraz tego, kiedy i w jaki sposób te wszystkie zmiany zostaną wprowadzone. Jednakże trzeba mieć świadomość, że nie każda przemiana może spełniać zarówno stawiane wobec niej oczekiwania, jak i odpowiadające wyliczenia, a także rekomendacje odpowiednich ekspertów. Ponadto sformułowanie „które przemiany są najlepsze” rozumiane jest przez każdego w inny sposób. Jednakowo strategia zrównoważonego rozwoju turystyki jest nie tylko wyborem strategicznych celów, ale przede wszystkim wyborem realnych możliwości każdej społeczności lokalnej regionu, które społeczność ta już posiada lub które może zdobyć, aby osiągnąć główny cel – podwyższyć jakość życia mieszkańców terytorium Karpat jako jednolitej jednostki administracyjno-terytorialnej Ukrainy.

Zaproponowana metodologia budowy strategii zrównoważonego rozwoju turystyki w regionie karpackim odzwierciedla nowe ambitne cele doskonalenia tego obszaru, które wskazują jego drogę do osiągnięcia zrównoważonej przyszłości – dynamicznego, atrakcyjnego dla życia, pracy, inwestycji i godnego odwiedzania miejsca na mapie Ukrainy. Cel strategii zrównoważonego rozwoju turystyki – przekształcenie terytorium Karpat w bezpieczny obszar z czystym środowiskiem przyrodniczym, bogactwem zasobów naturalnych, a także ze

spuścizną historyczną i kulturową, atrakcyjny dla mieszkańców, przedsiębiorców, inwestorów i turystów – wymaga zasadniczej zmiany podejścia do wszystkich obszarów jego życia.

Słowa kluczowe: karpacki region Ukrainy, strategia zrównoważonego rozwoju, zarządzanie strategiczne, turystyki zdrowotna i rekreacyjna, polityka społeczno-ekonomiczna, jakość życia mieszkańców terytorium, rozwój terytorium kraju

1. Introduction

In modern conditions of social and economic development of many countries the tourism industry is one of the driving forces recovery of economic potential, regional integration and improve well-being of local people. According to the United Nations World Tourism Organization¹, by the last decade is observe the trend of rapid development of tourism markets in almost all countries of the European Union (EU), at the same time the State Statistics Service², on the Ukrainian market of tourist services is visible only a slight shift. This indicates not entirely effective state policies to support the tourism industry, chosen by Ukraine in modern conditions³.

World experience shows⁴ that for implementation of effective government management of tourism development process in the country is necessary to analyze the factors, affecting the level of progress of tourism industry and influencing on its regional characteristics. It is no secret that market state providing tourist services in Ukraine is derived from the state of the economy in government, that is determined by socio-economic and political processes taking place in the country, reproducing thereby course of the process of the reform of public life. Beyond that, the current outdated or absent new legal and regulatory database of Ukraine does not allow to fully develop the tourism industry as required by the modern global transformation. Insufficiently concerted to promote tourist activities and effective involvement of internal and external investments in its development are the rules of tax and

¹ UNWTO Tourism Highlights. 2016 Edition: World Tourism Organization, 2016, p. 88, http://www.dadosefatos.turismo.gov.br/images/pdf/estatisticas_indicadores/UNTWO_Tourism_Highlights_2016_Edition.pdf.

² Derzhavna sluzhba statystyky Ukrainy. Ofitsiyni sait Derzhavnoi sluzhby statystyky Ukrainy. 2014, <http://www.ukrstat.org.ua>.

³ Matviienko A.: Derzhavna polityka u sferi turizmu: dokumentalne zabezpechennia. Naukovi pratsi Natsionalnoi Biblioteky Ukrainy im. V.I. Vernadskoho, No. 31, 2011, p. 312-323.

⁴ Poliakova O.Yu., Kulieshova N.V.: Model otsinky efektyvnosti turizmu. „Problemy i Perspektivy Razvitija Otechestvennogo Vnutrennego i V'ezdnogo Turizma”, No. 3(2), Donec. in-t turist, biznesa, Doneck 2010, p. 154-156; Jalinik M.: Uwarunkowanie i czynniki rozwoju usług turystycznych na obszarach wiejskich. Oficyna Wydawnicza Politechniki Białostockiej, Białystok 2009, s. 260; Hughes H., Allen D.: Cultural tourism in Central and Eastern Europe: the views of 'induced image formation agents'. “Tourism Management”, No. 26(2), 2005, p. 173-183, <http://doi.org/10.1016/j.tourman.2003.08.021>.

customs legislation. Also the progress of the tourism industry is complicating lack of interdepartmental coordination in the management process of tourism activities⁵.

Ukraine's accession to the EU causes changing of strategy and tactics of functioning economy of the state, including and the tourism industry at all levels of management. Under such conditions, changes in socio-economic development of country creates in the same time a great opportunity and a serious threat to the tourism industry, bringing significant uncertainty in its development and functioning. According to the data⁶, Ukraine occupies a leading position in Europe in terms of availability of valuable natural healing and historical and cultural resources, causing considerable interest in both domestic and foreign tourists. But in the international tourism market the national tourist product and natural healing resources of Ukraine are estimated as less attractive and less competitive than in other European countries, where dominates the global trend to increased a state role in the sustainable development of tourism and resorts⁷. Thus to increase the competitiveness of the tourism industry is needed a new strategy of sustainable development and improvement of existing public policy⁸, which would be directed on satisfaction of tourists needs, travelers, vacationers and, at the same time, the economic interests of the state.

The purpose of the research consists in establishing of features of building a strategy for sustainable development of tourism in the Carpathian region of Ukraine under conditions of modern global changes as well as the development of proposals for improving the competitiveness of the national market of providing tourist services.

2. Analysis of recent research and publications

Among Ukrainian scientists who made a significant contribution to the research of the market development of providing tourist services, deserve attention scientific work written by V.V. Abramov, T.G. Sokol, M.P. Malskyy, I.V. Kravchuk, P.O. Maslyak, O.O. Lyubitseva, I.M. Pysarevskyj, O.O. Beydyk, T.I. Tkachenko and others. Besides, the studying of tourism industry development problems are devoted works of such foreign scientists as M.B. Birzhakov, V.F. Buylenko, R. Burton, J. Bowen, F. Kotler, G. Harris, P. Keller, S. Williams,

⁵ Rotan N.V.: Stratehichni alternatyvy rozvytku turystychnoi haluzi rehionu. Naukovyi visnyk Khersonskoho derzhavnogo universytetu. Serii: Ekonomichni Nauky, No. 8(3), 2014, p. 111-114.

⁶ Rozporiadzhennia KM Ukrainy vid 6 serp. 2008 r., No. 1088-r. (2008). Pro skhvalennia Stratehii rozvytku turyzmu i kurortiv, zakon2.rada.gov.ua.

⁷ Makovei Yu.P.: Derzhavne rehuliuвання ta shliakhy udoskonalennia stratehii rozvytku turystychnoi sfery. „Teoriia Ta Praktyka Derzhavnogo Upravlinnia”, No. 2, 2015, p. 225-231, http://nbuv.gov.ua/UJRN/Tpdu_2015_2_37; Hall D.R.: Tourism development and sustainability issues in Central and South-Eastern Europe. “Tourism Management”, No. 19(5), 1998, p. 423-431, [https://doi.org/10.1016/S0261-5177\(98\)00039-9](https://doi.org/10.1016/S0261-5177(98)00039-9); Turnock D.: Sustainable Rural Tourism in the Romanian Carpathians. “The Geographical Journal”, No. 165(2), 1999, p. 192-199.

⁸ Matviienko A.: op.cit.

J. Tivers, P. Robinson et al. In the works of mentioned authors are considered theoretical, methodological and practical bases of formation and development of the market of providing tourist services, its role in the world trading system, defined forms and types of tourism, pays special attention to the peculiarities of the functioning of modern tourism industry, its regulation, analysis the prospects of development of this sector of management.

Problems of sustainable development and improving the state policy of the tourism industry are not new, but require constant scientific research. This was reflected in research of such scientists as A.A. Lyubitseva, I. Balabanov, O.O. Beydyk, V. Kyfyaka, O. Ilyina, A. Olexandrova, V. Kvartalnuj, I. Kolesnikova, I. Zorina, M. Malska, E. Pankova, V. Khudo and others. At the same time, not enough studied remain issues of comprehensive competitiveness evaluation of resort and recreational complexes in the Carpathian region, identifying and determining the actions of various in its nature and conflicting by character of influence factors to the level of its competitiveness as well as the formation of effective mechanisms to increase their level.

3. The main material research

The research of world tourism market today proves that international tourism, contrary to experts forecasts, continues to grow rapidly, exceeding expectations of theorists and practitioners. This contributes to economic growth in both developed countries and developing countries. Tourist industry makes a significant contribution to job creation, ensuring the growth of country GDP and support the payment balance⁹.

Tourism acquires a widespread and becomes one of the leading, highly profitable and most dynamical industries in the current economic conditions¹⁰. Specific feature of tourism and recreation industry is that it combines over 50 related industries: culture, art, science, education, sports, hospitality, healthcare, trade, catering, transport, communications, finance, life, crafts, entertainment, construction and others. Therefore, to achieve a certain level of competitiveness of the tourism industry is required rational integration of the above spheres and economic entities.

The impact of tourism in the world on the economy of each state is difficult to underestimated, because it makes a great contribution to strengthening contacts and establishing good intergovernmental relations, improve understanding between its citizens, acting factor strengthening the authority of the region at the national and international scene, making its identity and image, creates national pride, improves personality and society,

⁹ Rotan N.V.: op.cit.; Jalinik M.: op.cit.

¹⁰ Makovei Yu.P.: op.cit.

stimulates trade development, humanitarian spheres, international cooperation, the revival of cultural heritage and traditions, attracting investments, developing infrastructure and so on¹¹.

Order by Cabinet of Ministers of Ukraine "On approval a concept of the State program of tourism and resorts development for the period till 2022" dated August 1, 2013 p., No. 638, a tourism was declared a priority direction of socio-economic and cultural development. The role of state authorities in this mechanism is to create favorable conditions for activity in tourist and recreational sphere, which will create opportunities for investment both major and small projects. The funds, that its leave every tourist who arrives in the Ukraine, is a direct investment in the tourism and recreation complex. Increasing the share of inbound and domestic tourism, excursion activity should become an effective instrument economic growth of Carpathian region¹².

Many researchers and practitioners believe¹³ that today there are all necessary prerequisites for tourism industry development both in Ukraine and Ukrainian Carpathians region, on which are impacting both positive and negative factors associated with the political, legislative, legal and socio-economic situation in the country in particular and the world in general. Among the positive factors of market development of providing tourist services are included¹⁴:

- stability and openness of politics and economy, the growth of social wealth and income of population, reduction of working and increased leisure time,
- transport development, means of communication and information technologies,
- strengthening urbanization, building intellectual community,
- encouraging national and foreign investment in tourism industry development, strengthening Ukraine's position in the global tourism market,
- simplifying and harmonizing tax, currency, customs, border and other forms of regulation,
- stimulation tourism for children, youth, elderly, disabled and low-income families by providing benefits, promote the tourism industry development as a priority activity of the tourism industry of the state economy.

Among the negative factors of market development of providing tourist services include: tension in international relations, policy instability and closed economy, economic stagnation and falling living standards of population, disorder tourism resources, not developed tourism industry, irrational use of cultural, historical and religious heritage and the environment, low

¹¹ Ibidem.

¹² Postanova Lvivskoi oblasnoi rady (2013). Prohrama rozvytku turyzmu ta kurortiv u Lvivskii oblasti na 2014-2017 roky, <http://www.oblrada.lviv.ua>.

¹³ Berdanova O., Vakulenko V.: Stratehichne planuvannia mistsevoho rozvytku: prakt. posibn. Sofyia-A, Kyiv 2012, p. 88; Porter M.E.: Konkurentnoe preimushhestvo: kak dostich vysokogo rezultata i obespechit ego ustojchivost. Alpina Biznes Buks, Moscow 2005, p. 454.

¹⁴ Voloshenko V.M.: Mekhanizmy derzhavnogo upravlinnia konkurentospromozhnistiu turystychnoi haluzi v suchasni Ukraini. Publichne administruvannia: teoriia ta praktyka: elektron. zb. nauk. prats, No. 1(11), Dnipropetrovsk 2014, [b. v.], p. 34-41, http://nbuv.gov.ua/UJRN/Patp_2014_1_6.

incomes of population and lack of free time, environmental pollution and environmental hazards, underestimation of the role of tourism in the intellectualization of society, lack of effective incentives for investment of tourism industry development to global standards, underestimation of the role of the tourism industry in the increasing budget.

Sustainable development of tourism and resorts are possible on condition of existence balance between preservation of natural, historical and cultural resources, economic interests and social needs as well as if there are created favorable conditions for the formation of a quality national tourism product¹⁵. Effective use of the available resource potential of the Carpathian region can be achieved through the introduction of integrated management of tourism resources, tourism zoning, setting system priorities. The competitiveness of the national and regional tourism products can be achieved by introduction normative requirements to the basic, most important for tourists (as consumers), quality parameters of any objects recreational and tourist visits and providing basic tourist services, regardless of their category or level service. The state should influence the environmental protection, economic and social factors using the system reorganization and changes in management mechanisms at the state and local levels, the introduction of strategic planning, appropriate normative, legal, regulatory, socio-economic, scientific-methodological, financial support and more. Thus the strategic planning in the tourism industry should be based on the strategy of socio-economic development of the country and its regions, ensuring its target orientation on improving the quality of life of local people as the main indicator of evaluating sustainable development¹⁶.

The purpose of strategic planning of the enterprises activities development of the tourism industry is formation the priority directions of their development by determining the optimum conditions, ensuring the efficient its functioning on the market providing tourist services. At the stage of strategic planning is advisable to develop several alternative strategies for sustainable development. Elect the best is worth according to the maximum effect of its implementation and the lowest risk. For realization the set goals of strategic planning of tourism enterprises development need to solve the following tactical task of managing their development¹⁷:

- improve the quality of customer service,
- adaptation to market needs by actively targeted impact on customers' needs,
- maximizing enterprise's revenue by reducing the cost providing tourist services during establishing their market value,
- optimization of business costs, motivation development and evaluation criteria of staff working, planning the activity kinds of tourism enterprise,

¹⁵ Ibidem.

¹⁶ Berdanova O., Vakulenko V.: op.cit., p. 65.

¹⁷ Voloshenko V.M.: op.cit.

- monitoring key indicators of financial and economic activity of tourism enterprise from position of support liquidity and solvency,
- development the organizational structure and financial systems of the enterprise,
- regulation of pricing policy of providing tourist services in different seasons and time of year,
- intensive development of advertising the enterprise activity.

We consider that the priority arrangements should include:

- improvement systems of normative and legal ensuring efficient functioning of the market providing tourist services,
- development of material and technical base of the tourism industry,
- implementation of international standards in the tourist sphere with the system,
- control the quality of providing tourist services,
- monitoring the subjects of tourism activities,
- information supports the tourism industry,
- training of highly qualified personnel, able to carry out effective marketing national tourism products in international markets.

Experience of leading European tourism countries argues that only under condition of complex state support and stimulation of tourist industry development can provide a stable basis for the formation of highly competitive national market of providing tourist services¹⁸. Ukraine, as a European state, also declared tourism one of priority directions of economic and culture development and creates conditions for tourism activities.

The objective preconditions which referred tourism to the priority direction of development of the western regions of Ukraine¹⁹ are:

- 1) Natural conditions and terrain features for development of various active types of tourism. Mountain areas of western regions of Ukraine due to the difficult terrain with huge potential for development of different types of active tourism (mountain skiing, rafting, speleological tourism, climbing, hiking and sports qualification hiking, cycling, hang gliding, motorcycles and motor touring, etc.). There are six national parks – Shatsky, Yavorivskiy, Beskydy Skole, Synevyrskya, Uzhansky, CBR that allow you to develop specialized tourism.
- 2) Favorable geographical location of border areas of western regions of Ukraine in central Europe and their transport accessibility. The Lviv region has three international transport corridors (hereinafter – ITC) (ITC No. 3 Berlin-Dresden-Wroclaw-Lviv-Kyiv, ITC No. 5 Trieste-Ljubljana-Budapest-Bucharest-Lvov, ITC Europe-Asia). The territory of Transcarpathian region lies ITC No. 5 (Crete) route Lisbon-Trieste-

¹⁸ Ibidem.

¹⁹ Mihushchenko Yu.V.: Nedoliky instytutsionalnoho rehuliuвання realizatsii ta rozvytku turystychnoho potentsialu zakhidnykh rehioniv Ukrainy. „Sotsialno-Ekonomichni Problemy Suchasnoho Periodu Ukrainy”, No. 4, 2014, p. 125-133.

Ljubljana-Budapest-Kyiv-Volgograd. The dense network of transport routes, including and international value, international flights, the state border with five countries are favorable factors to attract not only domestic tourists but also tourists from around the world, including EU country. Thus, Zakarpattia region borders with Poland, Slovakia, Hungary and Romania (equipped 16 border crossing points and customs posts, of which 9 with international status, 6 – interstate and 8 points simplified transition, operates international air border crossing – the airport "Uzhgorod"); Lviv region borders with Poland (8 equipped international border crossing points, including 4 rail and cars and 4, operates international air border crossing – the airport "Lviv"); Ivano-Frankivsk region borders with Romania (it not equipped road, rail or pedestrian crossing points; operates international air border crossing – the airport "Ivano-Frankivsk").

- 3) Visa-free regime of travel (up to 90 days within 180 days) in Ukraine for citizens of the EU and several other countries, including for those that are directly adjacent to the border areas of the western regions of Ukraine (Poland, Slovakia, Hungary, Romania). This is a very favorable factor improvement of tourism, especially in this list are countries that are major suppliers of tourists in the world.
- 4) The successful experience of implementation of joint cross-border projects in the tourism industry under the Neighborhood Program Poland-Belarus-Ukraine, which involved border regions of Western Ukraine.
- 5) The presence in the western regions of Ukraine of considerable number of monuments of history, culture and architecture.
- 6) Powerful recreational potential of the western regions of Ukraine, which creates opportunities to expand the proposals of recreational services to Ukrainian and foreign consumers.

The implementation of the state policy to build sustainable tourism development in the Carpathian region of Ukraine can be carried out by²⁰:

- definition and implementation of key public policy in the tourism industry, priority directions of its development,
- determining the order of classification and evaluation of tourist resources of Ukraine, their use and protection,
- directing budget funds for the development and implementation of programs of sustainable tourism,
- determining safety fundamentals holidaymakers and tourists in their locations,
- regulatory relationships between entities in tourism industry (travel, hotel, tour and other kinds of travel services),

²⁰ Rotan N.V.: op.cit.

- licensing of business in tourism industry, standardization of tourist services, determining the qualification requirements for the positions of specialists for tourist guiding,
- establishing the system of statistical accounting and reporting on facilities of tourism industry and resort-recreational complex,
- organizing and exercising of state control over compliance with legislation in the tourism industry,
- determining of priorities areas and coordinating research and training in tourism industry,
- participate in the development and implementation of international programs of sustainable tourism.

Regulation in tourism industry by the Supreme Council of Ukraine, the Cabinet of Ministers of Ukraine, central executive authority, which provides public policy in tourism and resort and recreation complexes and local administrations, local authorities and other bodies within their jurisdiction²¹.

We consider that for the improvement and implementation of public policy in tourism industry is necessary:

- overcoming the significant deficiencies of national law and implementation to the international law on tourism and tourist activities,
- provision of ratio norms of specific regulations,
- achieve a common conceptual directional rules and regulations,
- the documentation provision of activities for subjects for tourism activities,
- travel registration formalities,
- the electronic workflow in tourism industry,
- the unification of documents provides the operations of tourism industry in the country and the world space and so on.

The above mentioned figures show the importance of tourism industry in the world, its popularity and future prospects, the key to which a large number of types and forms of tourism that are offered today. Since there is demand, the market for tourism industry growth in profitability increases the supply, offering for each potential client that allows its status, abundance and needs.

The system of law of Ukraine on tourism consists of a system of legal acts, including the Constitution of Ukraine, the laws of Ukraine, the decrees of the President of Ukraine, the Cabinet of Ministers of Ukraine and other documents. This system also forms separate administrative regulations acts, civil, economic, international and other areas of law governing which regulate relations in tourism area. Today actually created a documentary

²¹ Ibidem.

base, which includes streamlining of the functioning of such a complex and multifaceted phenomenon as tourism in general and the tourism industry in particular²².

With the legal force of the regulations legislation, which regulates tourism, is a vertical hierarchical system, the structure of which is caused by the structure of public authorities with standard-setting authority for the regulation of in tourism. Based on the three-tier approach, which uses by science, there are three levels of constitutional and legal regulation of tourism depending on the validity of regulations: constitutional, legislative and regulatory²³.

For improving current targeted, regional and national programs of sustainable tourism in Table 1 shows the classification of their types²⁴. Tourism got so popular in society today, that the potential client, depending on age, gender, social status, etc. is offered a variety of types of tourism such as wine, religious, ecological, extreme, all sorts types of sport tourism – from skiing and hiking to hunting and fishing, cruise, tourism in cemetery, rural and more.

Classification of Tourism services as the basis for development programs of sustainable tourism with elements of national culture, industry economic standards differentiated for different regions of the country, for development of variety of areas, ecosystem protection, effective stimulation of traditional crafts, problems solving of raising the living standards of local people and others. This classification allows more accurately determine location of tourism industry among other economic sectors of country, to calculate the contribution that tourism can provide in the formation of GDP and as a result, more targeted approach to create effective systems of economic management in general and tourism in particular.

Table 1

Classification and types of tourism

№	Classification	Type of tourism
1	Purpose of the trip	scientific; cognitive; sports; cultural; health; business; family; recreation; event and more
2	For economic characteristics	active (import money) and passive (removal of money)
3	For quantitative traits	individual, group, family
4	For organizational basis	travel agency, individual, family
5	For natural-resource basis	earth, water, air, rock, with the relevant transport and on foot

Source: Huk N.A.: Pidkhody do klasyfikatsii turyzmu. Formirovanie regionalnogo mehanizma upravlenija narodnohozjajstvennym kompleksom Ukrainy: mater. Vseukr. nauch.-prakh. konf. Tavrija-Pljus, Simferopol 2004, p. 35.

The activities of programs of sustainable development of tourism are implemented by the state and local budgets, business entities of all forms of ownership, NGOs, targeted credits, international technical assistance, investment funds and other sources not prohibited by law. The financial support measures for state support the National Program made within

²² Postanova KM Ukrainy vid 29 cherv. 2011 r., No. 70. (2011). Derzhavna tsilova sotsialna prohrama rozvytku v Ukraini sportyvnoi ta turystychnoi infrastruktury u 2011-2022 rr, zakon2.rada.gov.ua.

²³ Sasin M.P., Hryenko A. (eds.): Vdoskonalennia klasyfikatsii vydiv i form turyzmu. Vse pro turyzm. Turystychna biblioteka, <http://infotour.in.ua/sasin.htm>.

²⁴ Zakon Ukrainy 325/95-VR. Pro turyzm. VVR Ukrainy. 1995, <http://zakon4.rada.gov.ua/laws/show/324/95-vr>.

expenditures of the central body of executive authorities in the tourism industry provided in the state budget for the year.

Known that due to state budget funded only national development programs of tourism, implemented throughout Ukraine. Local development programs of tourism, taken by local authorities, are implemented in areas relevant administrative units and financed by local budgets.

Today, significant challenges for development tourism industry in Ukraine, including and Carpathian region are as follows²⁵:

- relatively short payback of capital in this sector leads to the fact that in the pursuit of quick profits the many tourism companies operating without a strategy for sustainable development on future periods,
- the lack of investment and infrastructure of tourism leads to its decline and the consequent reduction in the market of tourist services,
- the funding tourism industry is considered as risky because depend on various socio-economic factors,
- no single mechanism of state regulation of tourist and recreational sector of the economy and others.

Overcoming specified obstacles will provide positive dynamics of tourist flows and economic growth as the Ukrainian tourism in particular and world tourism in general, which, according to statistics and indicators of optimistic forecast given in Table 2²⁶. Based on the statistical data for 2005, 2010 and 2015 can predict an increase in both the number of tourist arrival, and financial income from the tourism.

Table 2

Trends in world and Ukrainian tourism statistics and forecast figures for 2005-2020 years

Years	World tourism		Ukraine	
	Tourist flows, million people	Revenues from tourism, billion dollars, US	Tourist flow, million people	Revenues from tourism, billion, US
2005	687.0	482.5	0.36	1.38
2010	986.0	946.6	0.32	2.87
2015	1240.0	1450.0	1.45	5.20
2020	1650.0	2100.0	3.60	9.80

Source: Bratiuk V.: *Informatsiine zabezpechennia derzhavnoi polityky staloho rozvytku turyzmu. „Aktualni Problemy Ekonomiky”*, No. 8, 2013, p. 28.

The improvement strategies for sustainable tourism industry should be comprehensive and not confined only rational use of the available resource and recreational potential of the region. It is necessary to improve the quality of the tourist product for its functioning, the most comprehensive needs of the population, creating a highly competitive tourism product. All this necessitated revision of the principles and priorities in the field of tourism activity,

²⁵ Makovei Yu.P.: op.cit.

²⁶ Bratiuk V.: *Informatsiine zabezpechennia derzhavnoi polityky staloho rozvytku turyzmu. „Aktualni Problemy Ekonomiky”*, No. 8, 2013, p. 28.

studying international experience of the tourism. However, methods of mechanically transferred management of tourism that exist in the West, in Ukrainian environment should not be without national features and conditions of²⁷.

We consider that a prerequisite for the further development of domestic tourism according to international trends market tourist services is necessary the involvement to the international legal and regulatory framework of tourism the leading heritage of the most developed tourist states, the introduction of international standards quality of tourist services, advanced technologies and methods of training tourism personnel and formation of practice of organizational and economic mechanisms for effective functioning of tourism industry.

So, we consider that to solve problems in the tourism industry should:

- to make a clear mechanism to create favorable conditions for attracting investments, directed to build the new and reconstruction of the existing facilities of tourism industry and recreation areas, facilitate the coordination of procedures for investment projects,
- to expand the business in Ukraine of the international hotel networks, activate the procedure further simplification of visa regime for tourists from EU countries and other economically developed countries,
- Revitalization of the work to establish the local units of tourism in promising regions of Ukraine, with significant tourist and recreational potential.

4. Conclusions

It is clear that the current state of development tourism industry in Ukraine does not meet the existing potential tourism resources, is its low economic efficiency. We consider that for enhance competitiveness of tourism industry it must to strengthen the role of the state in this field while forming an effective model of cooperation between government, business and society. Overcoming the current negative trends, creating systemic and complex conditions for sustainable development of tourism in the Carpathian region of Ukraine, improved the technical quality and functional components of the national and regional tourist products must be a priority for provision for sustainable development of country generally and the significant part in solving issues of local people. Formulation and implementation of organizational development management mechanism of tourist regions will allow to ensure the competitiveness of tourism industry of the country and its regions with the rational use of available resources and maximizing the volume of revenue from tourism.

²⁷ Soroka S.P.: Rehuliatorna polityka derzhavy u sferi turyzmu i yii realizatsiia na rehionalnomu rivni. „Ekonomika. Upravlinnia. Innovatsii”, No. 1(22), 2010, p. 123-135, http://nbuv.gov.ua/j-pdf/eui_2010_1_22.pdf.

Taking into account the objective preconditions and negative features for sustainable tourism in the Carpathian region Ukraine, we consider that the state regional policy priorities and improving socio-economic provision, must be improved the planning and more efficient use of the tourism and natural resource potential of these areas by:

- long-term comprehensive research and evidence-based strategic planning and financing the sustainable development of tourism and recreation areas,
- advertising-information and marketing provision of tourism and recreation in the country and abroad,
- the economic incentives for sustainable development of tourism and recreation areas,
- the mechanisms implementation of public-private partnerships and concession agreements in infrastructure projects of sustainable development of tourism and recreation areas,
- the improvement of staffing in tourism industry and hotel management, optimization of common and tourism infrastructure of tourism and culture,
- creating an attractive investment climate for projects realization for sustainable development of tourism and recreation area.

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