

## PROBLEMS AND PROSPECTS OF DEVELOPMENT OF RECREATION AND TOURISM POTENTIAL OF REGIONS IN THE CONDITIONS OF MODERN CHALLENGES

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### Abstract

The article examines the main theoretical aspects of managing the development of the recreational and tourism potential of the Ukraine's regions in the conditions of current challenges. The importance of the following directions of potential development in the context of sustainable development is noted. The content of the concept of "recreational and tourism potential" is specified. The expediency of its research in the context of a systemic approach as a complex dynamic system is substantiated. Based on the synergy of the structural components, the system characteristics of the recreational and tourism potential are determined. The importance of state support, the use of administrative tools for the development of recreation and tourism potential based on taking into account the interests of local and regional organizations and institutions in the field of tourism, as well as the use of a cluster approach in the management of recreation and tourism potential is substantiated. The method of comprehensive assessment of the potential in the context of determining the prerequisites for the formation of a tourism and recreational cluster based on the calculation of an integral indicator is proposed.

**Keywords:** recreation, tourism, tourist sphere, tourist services, cluster, region, recreational and tourist potential.

**JEL Codes:** O13, Q26, R58.

### Introduction

One of the priorities of the formation of the state economic policy, despite the crisis caused by the long-term military aggression of Russia, is the use of the principles of sustainable development on the basis of balance, which involves the preservation and effective exploitation of the available natural resource capital to ensure the interests of future generations and their quality of life. The solution to this problem is urgent at both the state and regional level that have significant

tourism and recreation potential, since the development and realization of the potential is one of the directions of exploitation of regional natural capital. Accordingly, the tourism and recreation sphere, the functioning of which does not have a significant anthropogenic burden on the natural environment, is one of the main sources of the approximation of the regional economy to the economy of the ecological and economic type. Therefore, the development of theoretical and

methodological provisions for improving the management of tourism and recreation potential in the conditions of the economic and political crisis and with the aim of ensuring the implementation of the goals of global development becomes relevant.

The purpose of the article is to improve the existing theoretical provisions for the management of the recreational and tourism potential of the region and to develop directions for its development, taking into account modern trends.

### **Literature review**

Conceptual principles of management of tourism and recreation potential, development of methodological provisions for potential assessment, analysis of problems and prospects of its effective use in the regional dimension are actively researched by foreign and domestic scientists.

The authors (Klidska Rafafa et al., 2024; Darylkan Kyzy et al., 2024; Lerko I. et al., 2024) analyzed the tourism potential of the Eastern Partnership countries, proposed an algorithm for measuring natural and recreational potential, and investigated the competitive potential of tourism industry entities. Scientists (Wang Yuchena et al., 2024; Revko A. et al., 2020, Nikiforov P. et al., 2022; Zhavoronok A. et al., 2022) analyzed the regulatory police and components of the landscape's recreational and tourism potential, proposed a methodical approach to assessing the impact of cultural infrastructure on the development of the Poland's and Ukraine's regions.

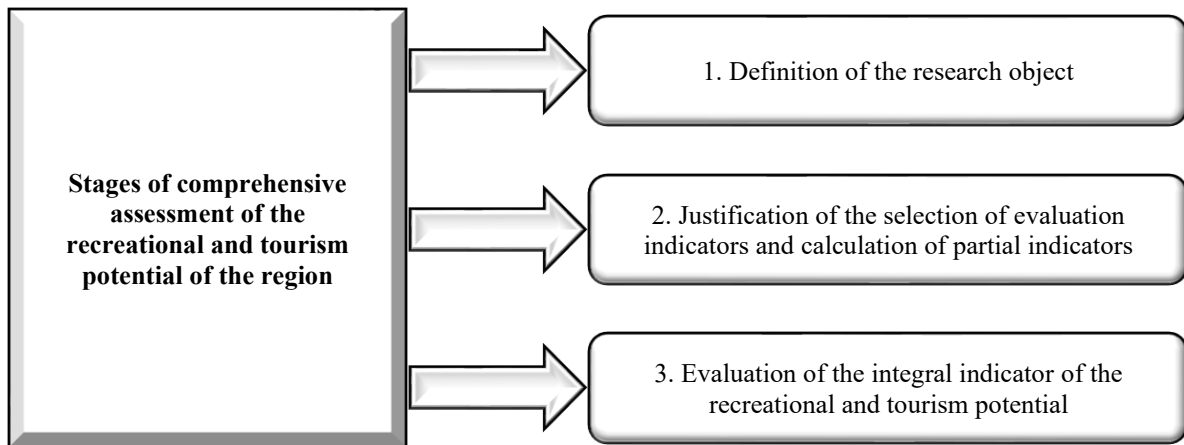
Articles (Dorta Rodriguez A. et al., 2024; Kim S. et al., 2024; Tang Ruohana et al., 2024)

investigated whether the scientific popularization of tourism can stimulate the ecological intentions of potential tourists, analyzed the potential of wine tourism in the innovation processes of the tourist experience in the Canary Islands, and also evaluated the city's traditional temples using the potential of cultural tourism. Scientific studies (Farstad Eivind et al., 2024; Khan Nangyalay et al., 2024; Vyas Sonali et al., 2024) reveal the features of sustainable tourism and the application of artificial intelligence in this field.

It should be noted that currently there is no unified opinion regarding the interpretation of the term "recreational and tourism potential" by researchers, approaches to determining its potential features as an economic system and conducting an assessment of its state and development prospects. Accordingly, further research in the direction of determining theoretical and methodological approaches to the management of tourism and recreational potential is relevant.

### **Methodical approach**

It is proposed to use a complex method of assessing the tourism and recreational potential of the region, the use of which allows, on the one hand, to assess the potential, and on the other hand, to assess the influence of socio-economic factors of regional development. Conceptually, the logic of assessment involves moving from partial to general, i.e. determination of partial indicators of individual assessment objects, general partial assessment of individual components of potential and further integration of results for comprehensive assessment. Fig. 1 shows the main provisions of the application of the technique.



**Figure 1. Application of the method of comprehensive assessment of the recreational and tourism potential of the region**

*\*Source: systematized by the authors.*

### Results

Ukraine has a sufficiently powerful recreational and tourism potential: for example, at the beginning of russia's military aggression, the total area of the territories occupied by the resort zone and recreation zones was 9.1 million hectares (15% of the country's territory). Ukraine is also sufficiently provided with balneological resources: the possibilities of using mineral water sources amounted to 64 thousand cubic meters per day in the territory of the Carpathian region, Khmelnytskyi, Poltava, and Vinnytsia regions (State Statistics Service of Ukraine, 2024). About 60 historical and cultural reserves operate on the territory of the country, 15 of them have national status. The historical and cultural component of the tourism and recreational potential of Ukraine is represented by more than 130,000 monuments, of which more than 57,000 are archaeological monuments, 16,000 are architectural, urban planning, and landscape monuments (Ministry of Culture and Strategic Communications of Ukraine, 2024).

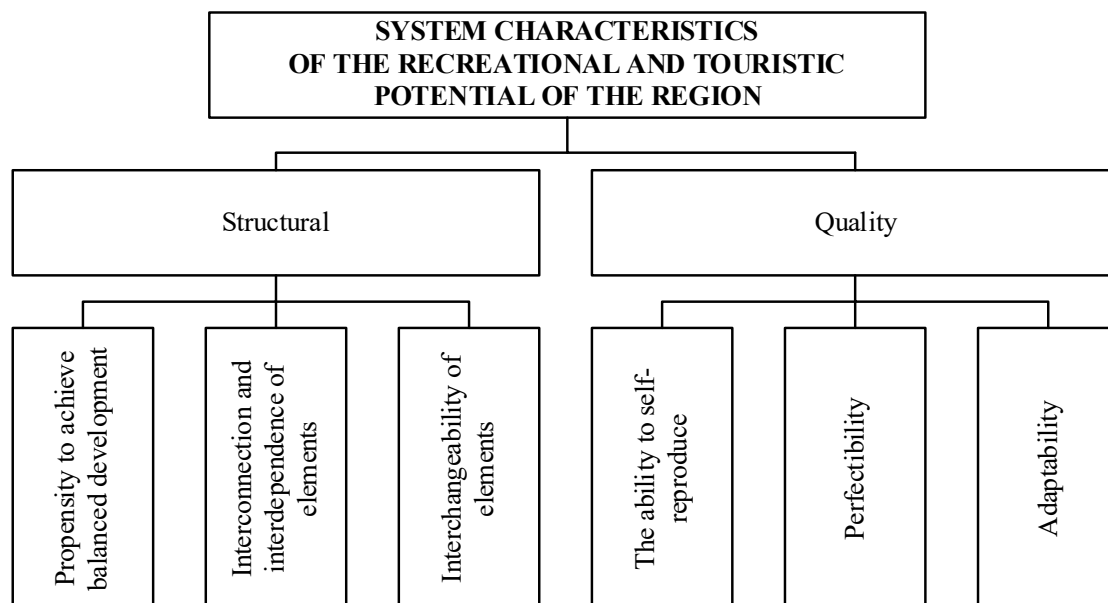
However, today's conditions, the economic crisis, threats to national security as a result of the military aggression of the russia and prolonged hostilities have negatively affected the tourism sphere of Ukraine and the development of tourism and recreational opportunities in the regions.

The analysis of the existing interpretations of the term “recreational and tourism potential”

allows us to conclude that the resource approach to the interpretation of this concept prevails among leading scientists, that is, the potential is considered as a set of resources that are interconnected and the complex use of which is aimed at achieving the set goals of the regional development and, in particular, the field of tourism. Summarizing the considered approaches, it is proposed to clarify this concept, namely, under the recreational and tourism potential of the region, the presence of regional opportunities and resources for the development of the tourism industry should be considered in order to obtain a socio-economic effect and increase the investment attractiveness of the region.

The scientific problem that arises in the process of consideration and conceptualization of provisions for the development of the recreational and tourism potential of the region under today's conditions consists in the simultaneous complex interaction of elements of the potential, which requires the use of a systematic approach when conducting further scientific research.

Since the recreational and tourism potential of the region is a system, its use is characterized by such existing system characteristics as integrity, emergence and divisibility. However, the synergistic interaction of its structural components makes it possible to determine the inherent characteristics, which are presented in Fig. 2.



**Figure 2. Characteristics of the recreational and touristic potential of the region in context of a systemic approach**

*\*Source: developed by the authors.*

The specification of the elemental composition of the recreational and tourism potential allows us to single out the following components: natural potential; cultural and historical potential; socio-economic potential.

However, it is impractical to include the entire natural component of the region, as well as the cultural-historical and socio-economic component, in the composition of the potential, since they are involved in the development of other spheres of the economy (agriculture, the sphere of education and health care, transport, etc.), and not only in the organization of tourism activities. Thus, it is advisable to single out a certain part of natural, cultural-historical and socio-economic opportunities, which can be prioritized depending on the regional specifics and goals of regional development. Each of these components has its own economic value. Thus, the natural component of the potential can be evaluated economically as a source of natural rent. Enterprises in the tourism sphere, formed on the existing resource base, the tourism infrastructure of the region also have an economic value, which makes it possible to consider the recreational and tourism potential and natural capital in a close relationship, since the development and implementation of natural components of recreational potential is one of the forms of

exploitation of natural capital. Thus, some researchers consider the phenomenon of recreational and tourism potential as natural capital in the form of available natural resources and flows of services related to its use and having economic value.

The use of the recreational and tourism potential of the region as a source of development of the tourism sphere makes it possible to fulfill the task of socio-economic development of the region within the available resource, ecological possibilities, since tourism does not require large-scale extraction of resources and is focused on the use of renewable resources. Thus, the integration of natural processes with the simultaneous development of tourism and recreation is observed, which is a reflection of the ecological and economic balance of regional development.

Regional development should take place on the basis of interregional economic cooperation. The implementation of this process will be facilitated by the development of strategic program documents to ensure the rational use of natural resource capital based on the creation of institutes for the development of regional cooperation.

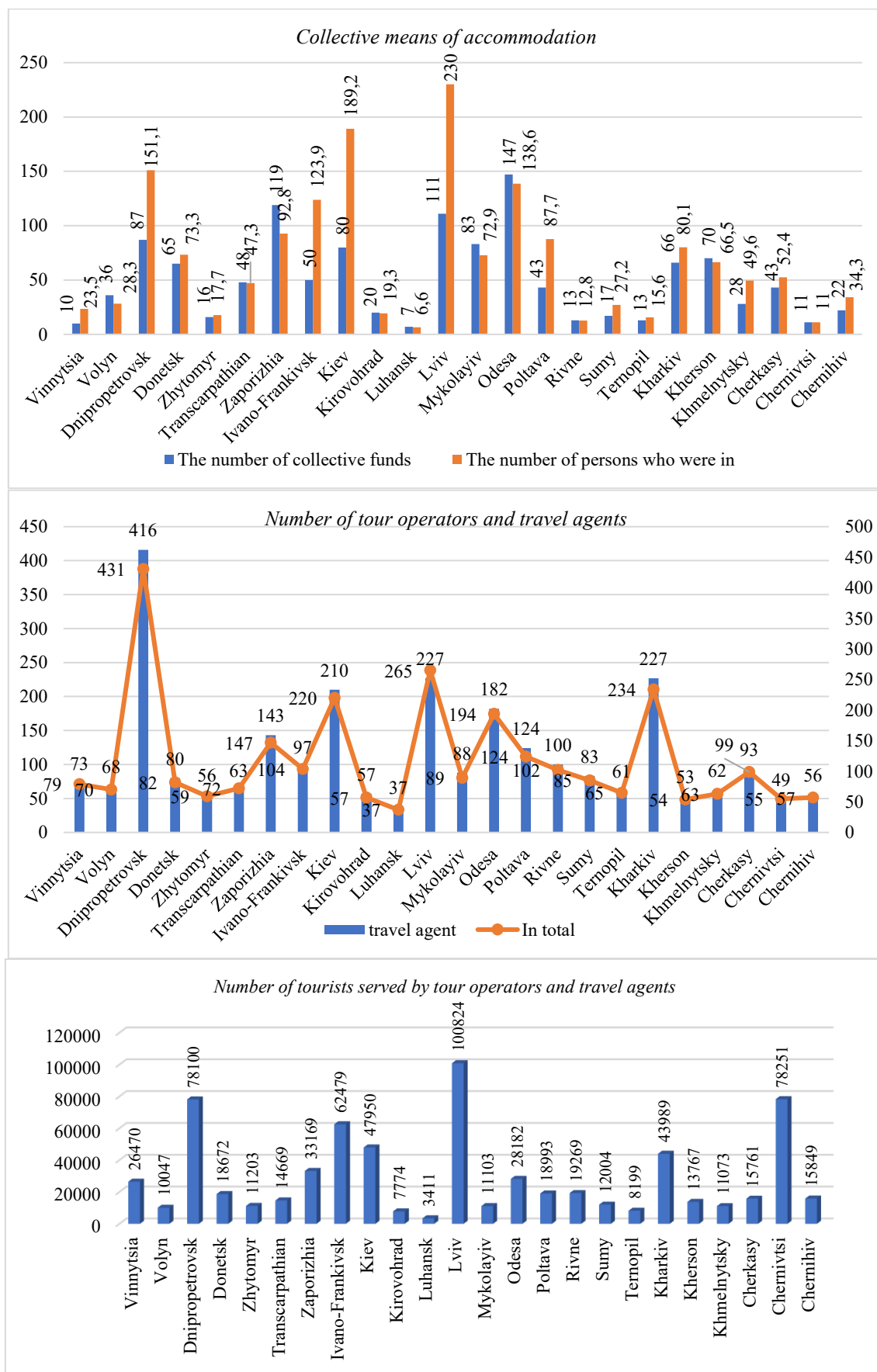
Program regulation of the development of recreational and tourism potential allows to form the concept of the state regulation mechanism of

interregional economic cooperation. Its implementation forms new interregional ties and solves problematic issues of regional socio-economic development. At the same time, the level of potential affects the volume of tourist flows in the region. The advantage of regions with diverse tourism potential is enhanced by the systematic, purposeful, comprehensive policy of regional authorities, which contributes to the creation of tourist offers that define regional uniqueness.

Ensuring balanced regional development and meeting the needs of tourism services of various social groups becomes possible through regional cluster policy, the result of which is the formation of clusters as autonomous types of spatial and territorial organization. Fig. 3 shows the dynamics of tourism indicators of the regions in the pre-war period.

The cluster approach in the management of recreational and tourism potential has the following advantages:

- the possibility of obtaining a synergistic effect as a result of the establishment of inter-industry communications and the formation of chains of added value in industries related to the sphere of tourism (transport, trade, insurance, the sphere of accommodation);
- the possibility of attracting investments for the implementation of infrastructure projects;
- a combination of competition and cooperation;
- reduction of costs for marketing and advertising activities for enterprises participating in the cluster;
- adaptability of the cluster structure to environmental changes and threats;
- activation of public-private partnership relations.



**Figure 3. The dynamics of tourism indicators of the regions in the pre-war period**

\*Source: State Statistics Service of Ukraine (2024).

The implementation of the cluster policy should be based on the assessment of the recreational and tourism potential of the region through the development and use of a system of criteria. In the context of the cluster approach, with the aim of identifying the enterprises that will be participants of the future cluster, it is advisable to propose the following system of criteria:

- adequacy of the carried out potential assessment;
- complexity of assessment of potential components;
- monitoring of the state of the potential and the possibilities of its reproduction.

Conducting an analysis of existing approaches to the assessment of recreational and tourism potential makes it possible to draw a conclusion about the current trend of using qualitative methods. However, there is currently no generally accepted methodology for comprehensive assessment of the tourism and recreational potential. Most researchers pay attention to the evaluation of individual components of the potential - natural-resource and cultural-historical. Insufficient attention is also paid to the assessment of the infrastructural component, which is an integral element of the region's tourism and recreation potential. The issue of using the results of the potential assessment for the development of strategic decisions and the justification for the creation of a tourism and recreation cluster needs further elaboration.

The application of a complex methodology for the assessment of the tourism and recreational potential is appropriate from the point of view of its representativeness and informativeness and

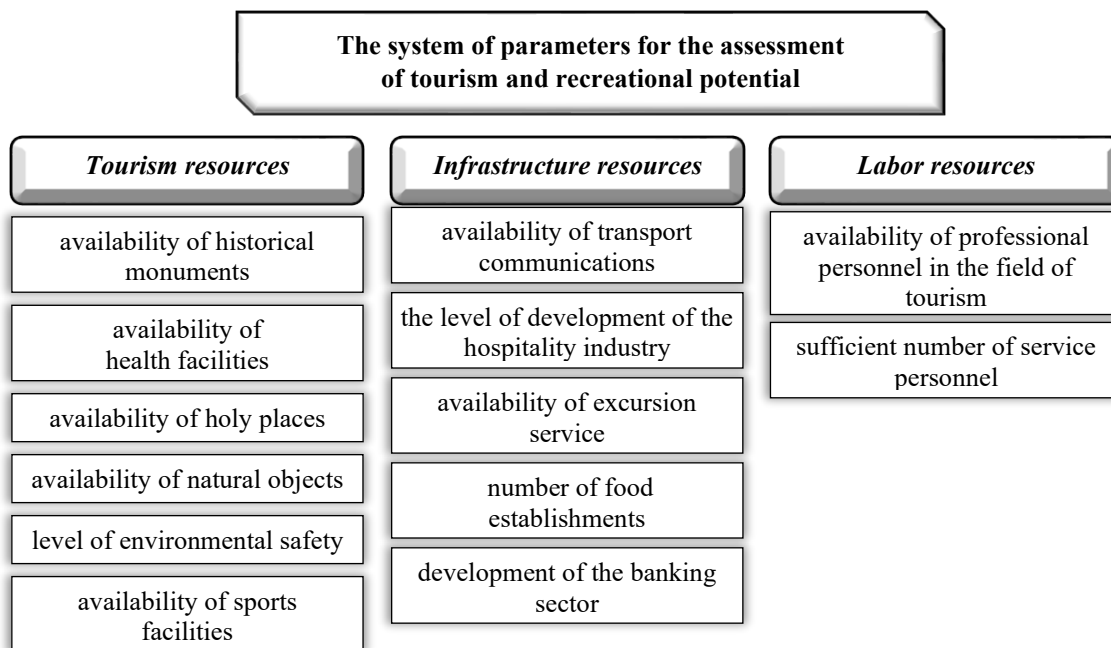
requires compliance with the following conditions:

- determination of partial evaluation indicators and calculation of the integral indicator of the tourism and recreational potential;
- simultaneous use of quantitative indicators;
- comparison with similar indicators of tourism and recreation potential of other regions.

The calculation of the integral indicator of the recreational and tourism potential of the region requires an expert assessment. Thus, in the context of the proposed study, an assessment of the tourism and recreational potential of Ivano-Frankivsk region, namely the Yaremchansk local tourism system, which includes the cities of Ivano-Frankivsk, Kolomyia, Kosiv, Nadvirnyanskyi, Tysmenyskyi and Kolomyskyi districts, was carried out. The survey of experts in the tourism industry was carried out according to the following scheme:

1. Determining the relative importance of factors based on the method of expert evaluations with questionnaires. Conducting an expert assessment includes the following stages:
  - formulation of the goal and tasks of potential assessment;
  - formation of a group of experts;
  - development of the list of questions on which the survey is conducted and determination of the method of surveying experts;
  - conducting a survey;
  - processing of received data.

Conducting the above-mentioned survey made it possible to form the following system of parameters for evaluating the recreational and tourist potential (Fig. 4).



**Figure 4. The system of parameters for the assessment of tourism and recreational potential**

\*Source: formed by the authors.

The survey of experts should be conducted to obtain estimates of the importance and significance of each of the factors of the recreational and tourism potential included in the evaluation model. In the context of the study, an assessment of factors is proposed from the point of view of the possibility of meeting the requests of tourists and vacationers visiting a specific region. In the future, this will contribute to the correct definition of the target markets for the provision of tourism services within a specific cluster grouping with the development of appropriate program measures.

2. The calculation of the recreational and tourism potential is carried out according to the formula:

$$P_i = (a_1b_1 + a_2b_2 + a_3b_3 + \dots + a_nb_n) / (b_1 + b_2 + b_3 + \dots + b_n), \quad (1)$$

where  $P_i$  – indicator of integrated assessment of recreational and tourism potential;

$a_i$  – assessment by factor  $i$ ;

$b_i$  – the significance of factor  $i$ .

3. The parameters are evaluated on a 10-point scale: 1 point – the factor is uncompetitive, 10 points – the optimal value of the parameter; 6 points – an average positive rating; below 6 points – a low rating with subsequent appropriate development of improvement measures.

Approbation of the proposed methodology for some of the above-mentioned territories of the Ivano-Frankivsk region made it possible to draw the following conclusions:

- the existing level of recreational and touristic potential in the studied region sufficiently satisfies the needs and requests of tourists;

- since none of the parameters received a score of 10 points, at the regional level, it is appropriate to develop a program of measures to improve the existing parameters.

It is expedient to use the specified methodology as part of monitoring the recreational and tourism potential of the region, with periodic updating of parameter estimates. This will provide an opportunity to control the degree of compliance of the recreational and tourism potential of the region with changes in consumer needs of tourists.

Integrated estimates obtained from two or more studies that assessed different factors can be directly compared. The assessment should also be carried out in order to compare the possibilities of regions to form a tourism and recreation cluster. The proposed method is universal and can be used to assess the recreational and tourism potential of any region.



## Conclusions

The European integration of Ukraine encourages the strengthening of the level of recreation and tourism potential of Ukraine's regions as an effective tool for regional competitiveness in the world market of tourism services. Cluster policy becomes important in this context, as the formation of tourism and recreation clusters contributes to the successful promotion of regional tourism products and the active

positioning of regions with a high level of potential. At the same time, the cluster has its own specificity regarding certain types of tourism and recreation, which act as tools of competitiveness in the tourism market.

The prospect of conducting further research in this area is the analysis of the asymmetric development of the tourist potential of regions in war conditions.

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