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**PERSPECTIVES OF INNOVATIVE DEVELOPMENT OF RECREATIONAL LAND USE IN UKRAINE TOWARDS EUROPEAN INTEGRATION**

Varfolomeyeva, O., Bulysheva, D. (2018). Perspectives of innovative development of recreational land use in Ukraine towards European integration. Ed.: M. Zveryakov (ed.-in-ch.) and others [Perspektyvy innovatsiinoho rozvytku rekreatsijnoho zemlekorystuvannya Ukrainy u napriamku Yevropeiskoi intehratsii; za red.: M. I. Zveriakova (gol. red.) ta in.], Socio-economic research bulletin; Visnik social'no-ekonomichnih doslidzen' (ISSN 2313-4569), Odessa National Economic University, Odessa, No. 2 (66), pp. 138–146.

**Abstract.** The article substantiates the need for the transformation of existing approaches to change the institutional basis for recreational land use. The task of providing innovative development of recreational territories taking into account modern trends and European initiatives on the way to sustainable development of territories is solved. The main obstacles on the way to European integration processes in the sphere of recreational land use are considered. The connection between the sustainable development of the relevant process and its institutional and financial support by the state is substantiated. The main priorities of the correction of the mechanism of management and development of the corresponding territories are determined. Socio-ecological and economic aspects of the European integration processes in Ukraine in social-information, market, basic and normative-legislative directions are taken into account. It is proved that formation of a comprehensive land strategy program can become an effective mechanism for its modernization and introduction of innovative technologies in the field of land relations. In order to develop a strategy for innovative development of recreational land use, the most relevant is the use of foresight research methodology. In the framework of formation of target plants for the purpose of strategy development of recreational land use in the direction of European integration of environmental management processes a scenario is proposed. It combines foresight research methods taking into account the correct use of various methods, which are based on creativity, experience, interaction and actual data. In the conditions of implementing the above-mentioned measures, it is possible to introduce European initiatives in the recreational sector of Ukraine.

**Keywords:** recreational land use; European integration processes; strategy; foresight-forecasting; ecologization.

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**ПЕРСПЕКТИВИ ІННОВАЦІЙНОГО РОЗВИТКУ РЕКРЕАЦІЙНОГО ЗЕМЛЕКОРИСТУВАННЯ УКРАЇНИ В НАПРЯМКУ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ**

Варфоломеєва, О. А., Булишева, Д. В. Перспективи інноваційного розвитку рекреаційного землекористування України в напрямку європейської інтеграції // Вісник соціально-економічних досліджень : зб. наук. праць (ISSN 2313-4569); за ред. М. І. Звєрякова (голов. ред.) та ін. Одеса : Одеський національний економічний університет. 2018. № 2 (66). С. 138–146.

**Анотація.** У статті обґрунтовано необхідність трансформації існуючих підходів до зміни інституційного підґрунтя рекреаційного землекористування. Вирішується завдання щодо забезпечення інноваційного розвитку рекреаційних територій з урахуванням сучасних тенденцій та Європейських ініціатив на шляху до сталого розвитку територій. Розглянуто головні перешкоди на шляху до євроінтеграційних процесів у сфері рекреаційного землекористування. Обґрунтовано зв'язок сталого розвитку відповідного процесу з їх інституційним та фінансовим забезпеченням з боку держави. Визначено основні пріоритети щодо коригування механізму управління та розвитку відповідних територій з урахуванням соціо-еколого-економічних аспектів євроінтеграційних процесів в Україні за наступними напрямками: соціально-інформаційний, ринковий, базисний та нормативно-законодавчий. Доведено, що формування комплексної програми земельного стратегування може стати дієвим механізмом її модернізації та впровадження інноваційних технологій у галузь земельного відносин. Для розробки стратегії інноваційного розвитку рекреаційного землекористування найбільш актуальним є використання методології форсайт-досліджень. В рамках формування цільових установок для забезпечення стратегування рекреаційного землекористування в напрямку євроінтеграції процесів природокористування запропоновано сценарій, який передбачає поєднання методів форсайт-досліджень з урахуванням слушності використання різних методів, заснованих на креативності, досвіді, взаємодії та фактичних даних. За умови імплементації вищевказаних заходів можна буде впроваджувати європейські ініціативи в рекреаційну галузь України.

**Ключові слова:** рекреаційне землекористування; євроінтеграційні процеси; стратегування; форсайт-прогнозування; екологізація.

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## **ПЕРСПЕКТИВЫ ИННОВАЦИОННОГО РАЗВИТИЯ РЕКРЕАЦИОННОГО ЗЕМЛЕПОЛЬЗОВАНИЯ УКРАИНЫ В НАПРАВЛЕНИИ ЕВРОПЕЙСКОЙ ИНТЕГРАЦИИ**

Варфоломеева, О. А., Булишева, Д. В. Перспективы инновационного развития рекреационного землепользования Украины в направлении европейской интеграции // Вестник социально-экономических исследований : сб. науч. трудов (ISSN 2313-4569); под ред. М. И. Зверякова (глав. ред.) и др. Одесса : Одесский национальный экономический университет. 2018. № 2 (66). С. 138–146.

**Аннотация.** В статье обоснована необходимость трансформации существующих подходов к изменению институциональной основы рекреационного землепользования. Решается задача обеспечения инновационного развития рекреационных территорий с учетом современных тенденций и европейских инициатив на пути к устойчивому развитию территорий. Рассмотрены основные препятствия на пути к евроинтеграционным процессам в сфере рекреационного землепользования. Обоснована связь устойчивого развития соответствующего процесса с их институциональным и финансовым обеспечением со стороны государства. Определены основные приоритеты коррекции механизма управления и развития соответствующих территорий с учетом социо-эколого-экономических аспектов евроинтеграционных процессов в Украине по следующим направлениям: социально-информационный, рыночный, базовый и нормативно-законодательный. Доказано, что формирование комплексной программы земельного стратегирования может стать действенным механизмом ее модернизации и внедрения инновационных технологий в отрасль земельных отношений. Для разработки стратегии инновационного развития рекреационного землепользования, наиболее актуальным считается использование методологии форсайт-исследований. В рамках формирования целевых установок для обеспечения стратегирования рекреационного землепользования в направлении евроинтеграции процессов природопользования, предложен сценарий, который предполагает сочетание методов форсайт-исследований с учетом правильности использования различных методов, основанных на креативности, опыте, взаимодействии и фактических данных. При условии имплементации вышеуказанных мероприятий станет возможным внедрение европейских инициатив в рекреационную отрасль Украины.

**Ключевые слова:** рекреационное землепользование; евроинтеграционные процессы; стратегирование; форсайт-прогнозирование; экологизация.

**JEL classification:** Q260; Q560

## **1. Introduction**

Development of Ukraine towards European integration includes new priority directions of development – globalization, informatization and ecologization. Therefore, we believe that approaches to the development of nature use in the context of European integration processes should change. Ensuring the process of recreational land use in Ukraine is carried out through the institutional and legal framework, the provisions of which are enshrined in the Constitution, codes, laws of Ukraine and other regulatory legal acts, inherent in the legal regulation of relations in the field of land relations, recreation and urban development activities. Appropriate strategic standards for the development of recreational land use should also be transformed and adapted in accordance with the requirements of European legislation.

## **2. Analysis of researches and publications of recent years**

Large amount of scientists focused their studies on normative-legislative and institutional aspects of the development of land use – O. Dorosh, Y. Mishenin [1], I. Bistryakov, B. Danylyshyn [2], A. Tretiak, and others. The questions of strategic innovation development at different stages and in different directions of sustainable development were considered in the scientific works of L. Akhtarieva, T. Bochkareva [3], R. Mannapov [4], V. Seliverstov [5], N. Patrickeyev. Scientists have considered the spheres and vectors of land use development in different systems, directions of development of tourist territories, but in the conditions of European integration processes in the scientific literature, there has not been a clear understanding of the vectors of the transformation of the institutional basis of recreational land use on an innovative basis yet.

## **3. Determination of previously unsolved parts of the general problem**

The European Neighborhood Policy was launched in 2004 to ensure stability and sustainable economic development in neighboring countries, not included in the EU enlargement policy, by opening up the prospects for them to gradually integrate into the EU internal market. Negotiations between Ukraine and the European Union on a new enhanced agreement to replace the Partnership and Cooperation Agreement began in March 2007 in accordance with the Ukraine-EU Action Plan. Only on September 1, 2017, after a long process of ratification, the Association Agreement between Ukraine and the EU entered into force in full. The main problem of ensuring the development of recreational land use in connection with the orientation towards the European space is the lack of institutional changes and innovative tools for the development of the relevant process.

## **4. Problem statement**

The purpose of the study is to substantiate the need and develop proposals for the transformation of existing approaches to change the institutional basis of recreational land use towards European integration. The scientific article solves the problem of providing innovative development of recreational territories taking into account recent trends and European initiatives on the way to sustainable development of territories.

## **5. The main material research**

The priority task on the way of ecologization in the European integration area is formation of the perfect institutional basis for recreational land use on an innovative basis.

In March 2014, the European Commission published information on a package of EU measures supporting Ukraine up to 2020 amounting to EUR 11 billion.

Support includes macro-financial assistance (credit resources) in the amount of EUR 610 million and EUR 1 billion; EU grants – EUR 1.4 billion, European Bank for Reconstruction and Development and European Investment Bank.

In this aspect, an important step was the adoption of the State Program for the Development of Cross-Border Cooperation for 2016–2020 in August 2016 [6]. According to this document one of the priority areas of cross-border cooperation with Romania, Poland, Slovakia and Hungary is the development of tourist and recreational potential of the border regions.

Expected result of the relevant document determines the provision of development of recreational infrastructure of the border regions of Ukraine and cross-border tourist routes. The foregoing notes the extraordinary urgency of the development of institutional foundations of recreational nature in the direction of European cooperation.

At the same time, institutional development is impossible if there is no financing for this sphere. Considering the issue of financing from the Ukraine's State budget in the tourism and sanatorium sphere (tab. 1), we can say that in 2018, compared with 2007, the percentage of total financing was reduced by 10 times, and in the monetary equivalent – by UAH 48.908 thousand. It is also due to the fact that the share of local taxes in local budget revenues grew from 8.0% to 22.4% due to both a decrease in total expenditures over the past 10 years and a dispersion in the management structure of the tourism and recreation sector, the absence interest in the relevant sector, etc.

Under conditions of market transformation, Ukraine faces the significant problem of correction of the mechanism of management and development of the respective territories taking into account the socio-ecological and economic aspects of the European integration processes. Directions for improvement of institutional support for recreational land use are grounded in Fig. 1.

The process of institutional change can accelerate the innovation market, so institutional transformation should focus on:

- improvement of the regulatory framework in the field of regulating the use and development of recreational lands (adoption of the law “On the land of recreational purposes” taking into account institutional changes, adoption of the Town-Planning Code of Ukraine with the indication of clear norms regarding the use of recreational lands, etc.);
- formation of innovative structures that will provide the opportunity for development of the recreational projects on the basis of public-private partnership;
- modernization of the informational basis for assessing the quantitative and qualitative state of recreational land use and creation of a data bank of the respective territories;
- improvement of property relations in the system of recreational land use in the direction of strengthening the links of public-private partnership taking into account the need to increase recreational territories;
- elaboration and adoption of national and local target programs, action plans for the sustainable development of recreational zones. In this aspect, it is necessary to take into account the directions of development of existing programs and cross-border agreements: Aalborg Charter, EU directives, to intensify the implementation of the Comprehensive National Implementation Plan that was approved at the World Summit on Sustainable Development (Johannesburg, 2002) for 2000–2015, etc.;
- ensuring interest in funding recreational projects for key stakeholders, ongoing information provision for potential investors;
- provision of access to foreign markets in the provision of recreational services;
- holding public hearings, seminars and other informational events on the development and implementation of recreational area development strategies;
- orientation of environmental policy in the field of recreational land use not on eliminating but on preventing negative phenomena. It is necessary to focus on new, promising ecological and legal mechanisms that are currently being developed in the EU;
- involvement of the public in solving ecological issues of recreational land use.

Dynamics of expenditures in tourist and sanatorium-resort area from the Ukraine's State Budget, thousand UAH  
(Developed by the authors on the basis [7])

| Name   | 2007      | 2008       | 2009       | 2010      | 2011      | 2012      | 2013      | 2014       | 2015      | 2016      | 2017      | 2018      |
|--|-----------|------------|------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|
| Financial support of sanatorium and health facilities  | 101, 24   | 87,52      | 62,27      | 71,80     | 131,47    | 125,23    | 100,67    | 56,58      | 48,62     | 25,28     | 83,40     | 69,87     |
| Financial support for tourism development  | 20,30     | 25,10      | 2,51-      | 12,51     | 2,26      | 6,77      | 6,37      | 3,54       | 0,96      | -         | 30,49     | 2,79      |
| Total:   | 121,54    | 112,62     | 64,78      | 84,31     | 133,73    | 132,00    | 107,04    | 60,12      | 49,58     | 25,28     | 113,89    | 72,63     |
| Total expenditures   | 174631,52 | 253207, 87 | 274156, 44 | 253207,88 | 342690,34 | 413605,32 | 419843,83 | 441587, 12 | 581760,84 | 681460,76 | 841102,83 | 991699,99 |
| % of tourism support and sanatorium-resort facilities in the general structure of expenditures | 0,070     | 0,044      | 0,024      | 0,033     | 0,039     | 0,032     | 0,025     | 0,014      | 0,009     | 0,004     | 0,014     | 0,007     |

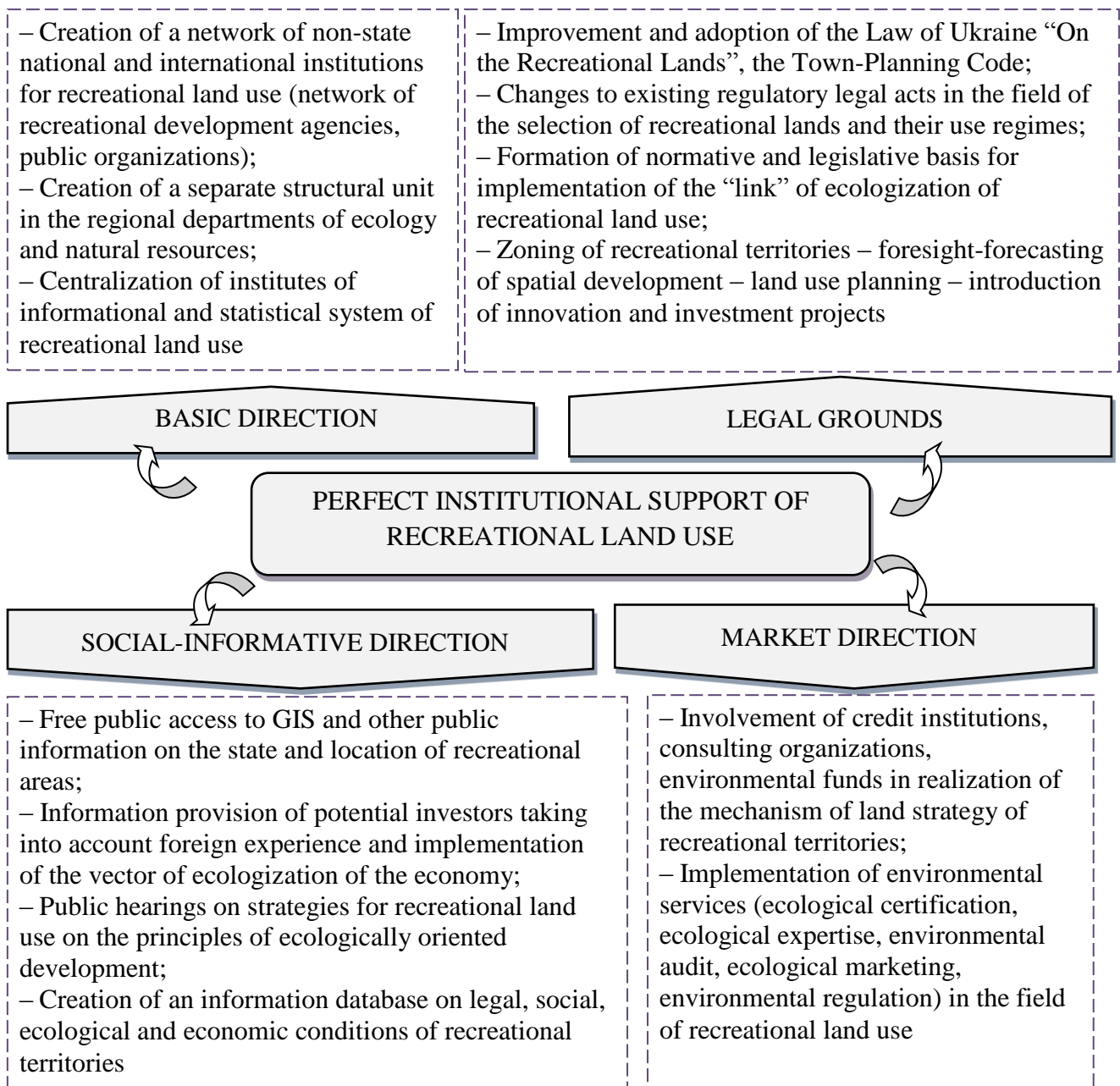


Fig. 1. Directions of improvement of recreational land use [author’s development]

The above-mentioned argument proves the need to reorient the institutional framework of the land use process and to take into account the socio-ecological and economic aspects of the development of territories. After all, a perfect institutional environment for recreational land use should represent a mutually coordinated activity of state, business and public institutions in relation to transactions and other types of land relations. This is the most important condition for recreational land use.

Taking into account the above-mentioned aspects of the possible development of the recreational sphere, in the conditions of the unstable state of the Ukrainian economy, formation of a comprehensive land strategy program can become an effective mechanism for its modernization and introduction of innovative technologies in the field of land relations.

In our opinion, for the strategy development of innovative development of recreational land use, the most relevant is the use of foresight research methodology.

Professor L. Gokhberg, editor of the Russian information and analytical magazine “Foresight”, gives the following definition: “Foresight is a system of expert assessment methods for long-term

prospects for innovation development, discovery of technological breakthroughs that can affect the economy and society most positively” [8; 9].

Foresight is a much more comprehensive approach than traditional forecasting. Traditional forecasting, as a rule, is formed by a limited range of expert scholars – narrow specialists in a particular field of activity. Foresight also attracts all key players in development: science, business, government, and the public; develops cooperation between business, government and academics.

Thus, unlike forecasting, foresight involves many experts from all fields of activity that are in one way or another related to the topic of a particular project or problem, and sometimes also conducting surveys of certain groups of the population (residents of the region, youth, etc.) who are interested in solving the problems that are discussed within the framework of the project.

The author’s definition and the basic principles of land strategy of recreational territories are shown in fig. 2.

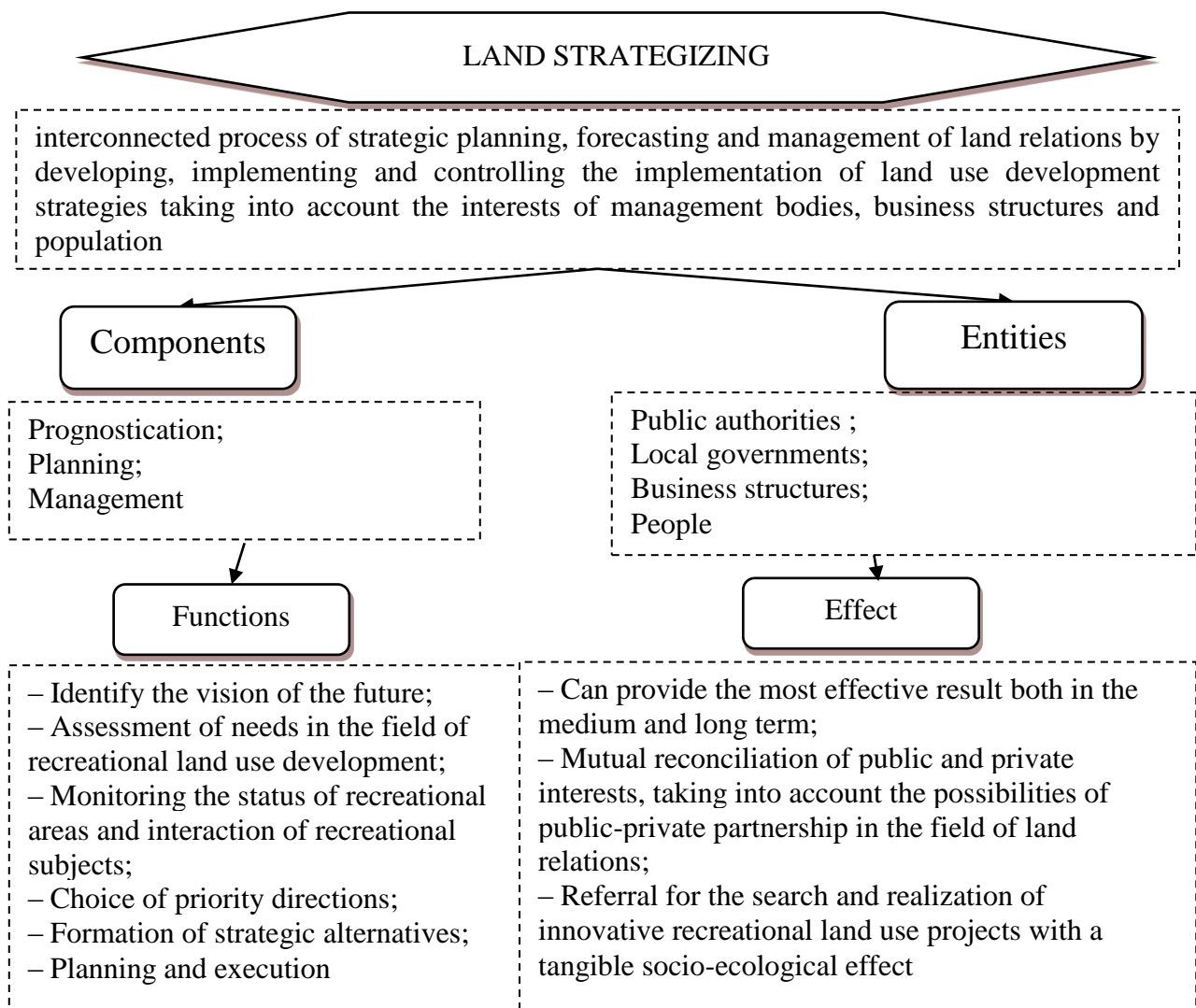


Fig. 2. Logical-structural scheme of land strategy of recreational territories on the basis of the foresight methodology [author’s development]

The foregoing confirms the relevance of the implementation of the foresight methodology in the economic and ecological mechanism of the development of recreational territories. Therefore, in the framework of the formation of target plants for the purpose of ensuring the strategy of recreational land use in the direction of ecologization, a scenario is proposed. It is combining foresight research

methods taking into account the appropriate use of different methods based on creativity, experience, interaction and factual data (Tab. 2).

Table 2

Procedure for implementing the foresight methodology in the direction of ecologization of recreational land use [author's development]

| Stage   | Foresight Forecasting Toolkit   | Essence and goals  |
|---|---|--|
| 1   | 2   | 3  |
| 1. Identifying the vision of the future   | Delfi Method; trend extrapolation; simulation; expert panels; bibliographic analysis; SMART method (proposed by the authors)  | Achieving maximum consensus in determining the correct vector for the development of recreational land use, since achieving the goal depends on its wording  |
| 2. Assessment of needs in the field of development of recreational land use                                     | Interviews / questionnaires; stakeholder analysis; method of critical / key technologies; selection of key technologies; mapping technologies; literary reviews; analysis of mutual influence; morphological analysis; critical technologies; social network analysis; conferences / seminars | Determination of target indicators to be achieved in the use of recreational areas taking into account the interests and needs of stakeholders   |
| 3. Monitoring of the state of recreational territories and interaction of the entities of recreational land use | Internet crowdsourcing, STEPLE analysis, analysis of information flows; logical diagrams; system and structural analysis; scanning; multi-criteria analysis   | Analysis of the current state of the internal and external environment of recreational land use  |
| 4. Selection of priority directions   | SWOT-analysis; brainstorming; analysis of mutual influences; expert panels; method of relevance tree  | A visual representation of the prospects for the development of recreational areas, linking of the fundamentals of socio-ecological and economic development of the respective lands   |
| 5. Formation of Strategic Alternatives  | Strategizing  | An interconnected process of strategic planning, forecasting and management of land relations by developing, implementing and controlling the implementation of land use development strategies  |
| 6. Planning and implementation  | Road maps; mapping of stakeholders; development of scenarios (strategies)   | A graphic representation of the step-by-step scenario of development of recreational areas, focused on the choice of the most desirable ones. Assessment of economic and social consequences of implementation of innovative measures for the development of recreational land use |



## 6. Conclusions

Recreational lands are both a basis for rest, a source of financial revenues and economic growth of territories and valuable areas that require environmental protection. Therefore, taking into account the results of the research, the main directions of the state ecological management and institutional provision of sustainable development of recreational territories should be: to ensure compliance with the requirements of regulatory and legal acts regarding the sustainable development of recreational land use; attraction of international assistance in the relevant sphere; bringing the national institutional basis to the European level through the implementation of best international practices in the sphere of development of national tourism; formation of a national and entry into the international ecological network of recreational territories; ecologization of general functions of management of recreational land use; development of national and international ecological partnership in the field of recreation & tourism. Under these conditions, implementation of European initiatives in the recreational industry of Ukraine is possible.

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