

CONCEPTUAL BASIS OF ENSURING THE BALANCED DEVELOPMENT OF RECREATIONAL TOURISM IN THE CONTEXT OF EUROPEAN INTEGRATION

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The article considers the ecological and socio-economic essence of balanced recreational tourism. The research of the balanced recreational and tourist market on principles of the concept of sustainable tourism development is covered. The main conceptual directions of ensuring the development of balanced recreational tourism based on studying the approaches of foreign and domestic researchers investigated. The conceptual bases of the development of balanced recreational tourism are offered based on the European experience. It is proved that the development of balanced recreational tourism in our country will contribute to the harmonization of ecological and socio-economic development of the territory and will create a competitive and unique market product. The necessity to need for consideration of the existing domestic and European theories and concepts for the development of balanced recreational tourism is substantiated.

Keywords: *recreational and tourist industry, balanced recreational tourism, sustainable development, recreational and tourist resources, providing balanced tourism.*

INTRODUCTION

According to the World Tourism Organization at the UN, Ukraine ranks 9th in Europe in the number of tourists visiting it. This indicates that the main goal of the national state policy is to increase the number of tourists visiting the country by 2020 to 50 million people per year, as well as to pay special attention to the development of domestic tourism. An important component of tourism development in Ukraine is cooperation with other countries. For example, the development of cruise tourism in the Black Sea, the organization of air services, the organization of joint tourist routes in the border areas. Already today, Ukraine's neighboring countries have been offered the concept of partnership for the development of the tourism industry. The tourism industry is constantly evolving. And the main tasks of public administration in this area — the establishment of the legal framework in the market of services, monitoring their implementation, providing comprehensive assistance to those enterprises that develop domestic and inbound tourism, promoting information about the tourist product in the world [1].

For the balanced development of recreational tourism in our country, it is necessary to study the mechanisms of functioning of the natural foundations of life and direct them towards balanced ecological and economic development. The main methodological prerequisite for development should be considered the priorities of socio-economic progress and environmental quality. Only on such an integrative basis, it is possible to ensure the adequacy of the interests of ecology and economy with the dominance of environmental criteria, requirements, and indicators. Proper quality of the environment in the process of sustainable ecological and economic development should become not only a necessary prerequisite but also the end result. This is possible only in the process of an integrated approach to solving this problem [2].

ANALYSIS OF THE LAST RESEARCH AND PUBLICATIONS

Significant aspects of the use, protection, and reproduction of resource and resource-tourism issues are thoroughly covered in the works of leading Ukrainian scientists O.O. Bejdyka,

I.V. Berezhnoi, B.V. Burkyns'koho, T.P. Halushkinoi, Z.V. Herasymchuk, L.M. Hranovs'koi, L.S. Hryniv, V. A. Holiana, M.V. Gudz', B.M. Danylyshyna, M.I. Dolishn'oho, L.P. Diadechko, V.S. Kravtsiva, S.P. Kuzyka, V.F. Kyfiaka, O.O. Liubitsevoi, M.P. Mal's'koi, N.A. Mikuly, T.H. Sokol, T.I. Tkachenko, N.V. Fomenko, M.A. Khvesyka, Ye.V. Khlobystova, V.I. Tsybukha, L.M. Cherchuk, I.M. Shkoly. Among foreign scientists, some elements of the mechanism of use and protection of tourist resources were considered in their works V. S. Boholiubov, S. Vankhill, V. Yu. Voskresens'kyj, D. Hilbert, P. Defer, I. Endzhejchuk, I.V. Zorin, A. Koval'chuk, M. Kozak, K. Kuper, N. Lejper, L. Mitchel, D. Nadson, V. Narshtedt, V.P. Orlovs'ka, J. Peter, M. Truasi, D. Fletcher, K. Khol and a large number of representatives of scientific schools from around the world [3].

MATERIALS AND RESEARCH METHODS

The methodological basis consists of concepts, approaches, and theories of the development of balanced recreational tourism of domestic and foreign scientists. The study was conducted using a number of methods: analysis, synthesis, logical generalization, systematization, comparison based on information obtained from literature and Internet sources. These methods made it possible to determine the conceptual basis for ensuring the development of balanced recreational tourism in the context of European integration.

RESULTS AND DISCUSSION

Recreational tourism is one of the most dynamic and profitable among all sectors of the world economy. The number of international tourism revenues in 2019 reached about 1.5 billion, which is 4% or 54 million more than in 2018. Such data are provided by the WTO, noting that 2019 was the tenth year in a row for world tourism with positive dynamics, and this gives grounds to classify tourism as a reliable and sustainable sector of the economy, even in conditions of instability, uncertainty and social upheaval. In conditions of growing needs of the population in recreation and tourism, extensive and intensive interaction of society and nature, there is a well-founded need for the systematic use of natural resources through the use of appropriate mechanisms for balanced use of nature, one of which is environmental-oriented tourism, which aims at implementing the conceptual foundations of sustainable development [4].

One of the criteria for the rational use and protection of tourist resources is balance. This concept is widely considered by modern scien-

tists. Thus, according to scientists Gorlenko I.A., Rudenko L.G., Malyuk S.N., Lebed N.P. «balance is the process of reproducing certain proportions that ensure a stable state at each individual moment in order to achieve progress» [5]. The basic idea of this criterion is the concept of sustainable development, characterized by the concepts of «sustainability», «stability», «balance» and «continuity of social, economic and environmental development» [6]. Thus, the balance will be understood as the harmonization of the processes of use of recreational and tourist resources with their protection and preservation on the basis of integration of economic, environmental, and social components.

According to the definition of the World Tourism Organization, the concept of sustainable tourism provides:

- sustainable and balanced use of natural resources, which prevents threats to the biological and landscape diversity on which it is internally dependent, and minimizes the negative impact on the environment, ecology, culture, and society;

- providing educational opportunities, raising awareness and respect for natural ecosystems and biological resources; takes into account the socio-cultural authenticity of the local population, preserving their existing cultural heritage and traditional values, contributes to intercultural understanding, and promotes tolerance;

- contributes to viable, long-term economic activity by providing equitable socio-economic benefits to all stakeholders, including stable employment and income opportunities and social services to local communities, and contributes to poverty alleviation [7]. Based on this concept, the balance of environmental, social and economic components of recreational tourism is new for the formation of a developed and highly efficient society.

In terms of market relations, the tourist and recreational sphere performs a number of economic functions: economic development of the country's regions; employment growth due to recreational and tourist services and the development of industries indirectly related to recreation and tourism; influence on the structure of the balance of monetary expenditures and incomes of the population, territorial and balance of payments; currency receipts from foreign tourism. It is also possible to allocate ecological, international, integration, city-forming functions [8]:

- the ecological function is that, on the one hand, the functioning of the tourist and recreational sphere stimulates, on the other — limits the development of a number of industries that harm leisure, natural and cultural values;

– the international function is that recreational and tourist activities play an important role in establishing and strengthening international ties, business contacts, establishing strong relations between states and certain regions, increasing the export potential of the state and regions, increasing the share of foreign exchange earnings;

– the city-forming function is manifested through the creation of resort towns or resort agglomerations.

It should be noted that the center of the tourism industry is the resort and recreation sector. From here it is possible to allocate the main principles of a concession of sustainable and balanced development of resorts [9]:

Balanced use of resources. Provides for the introduction of technological systems with the possibility of reuse and water purification; new power supply units controlled by photocells and in case of downtime turn off unnecessary lighting and other know-how; use of materials to be disposed of or recycled, the introduction of «paperless systems» of document circulation; reduction of excess consumption of all types of resources.

Biodiversity support. It is necessary to plan the objects of the resort and recreational infrastructure and activities in such a way as to ensure the protection of the natural heritage, which consists of ecosystems and biological diversity of species of wild fauna and flora. Resort and recreation entities must agree to impose certain restrictions and limits on their activities, which they carry out in particularly vulnerable natural areas.

Involving local people in decision-making regarding the development of mass tourism and the development of resort and recreation infrastructure. Resort and recreational activities should be planned in such a way as to ensure the preservation and prosperity of traditional crafts, culture, and folklore, and not lead to their standardization and impoverishment. The local population should be involved in the organization of the tourism business on the ground and participate on an equal footing in the economic, social and cultural benefits received, especially in the form of direct and indirect job creation as a result of these activities.

Tourism policy in resort areas and districts should be conducted in such a way that it contributes to improving the living standards of the population of the visited areas and meets their needs. In urban planning and architectural planning and operation of resort and tourist centers and accommodation, it is necessary to provide for their maximum integration into the local socio-

economic environment. Under equal conditions should seek first the possibility of hiring local labor. It is necessary to pay special attention to the specific problems of coastal areas and island territories as well as vulnerable rural and mountain types of recreational areas, for which the combination of types and organizational forms of recreational tourism is often one of the few opportunities for social development in the decline or stagnation of traditional economic activities.

Responsible for marketing of tourism and resorts. To reduce the pressure of recreational and tourist activities on the environment and to increase its beneficial impact on the tourism industry and the local economy, it is necessary to promote a more even distribution of tourist flows over time and space; conduct comprehensive marketing activities and advertising campaigns to promote local resorts on the world market, popularization of their recreational resources (with an emphasis on preserved ecological integrity and natural and recreational potential).

In Europe, tourism is the object of increased attention, due to the significant amount of income from inbound tourism and the fact that it is the most popular travel destination in the world. At the state level, European countries are developing programs that have much in common, and their basic guidelines are [10]:

– overcoming problems, the main of which are protection and security (environmental, political, and social); security of living and food; socio-cultural threats to sustainable development; seasonality of the tourist product; difficulties in finding and retaining qualified personnel; satisfaction of civilization's demands in the field of IT development;

– the desire of the European Union to lead in the market of tourist services both within it and the world market;

– achieving goals through tools such as improving international positioning, brand recognition, and strengthening — a key asset of the economy;

– public-private cooperation and mutual responsibility;

– maximum customer orientation;

– knowledge and competencies in the tourism sector;

– encouraging innovation in tourism business management;

– systematic monitoring and control of the development of the tourism sector of the economy.

Tourism from the standpoint of sustainable development considered by T.I. Tkachenko, who notes: «... the concept of sustainable development, recognized by the world community as a

strategic direction of evolution of society in the XXI century., has a pervasive character and is manifested in every sphere of human activity. Tourism as an integrated system that covers all aspects of life and a significant number of economic activities involved to meet the needs of tourists, is a priority objective of implementation of criteria and principles of sustainable development, which determine the requirements of harmonious coexistence of all tourism businesses with the environment. [11]. Tkachenko draws attention to the significant number of economic activities involved to meet tourism needs, and therefore it is worth emphasizing the diversity of tourist resources. Therefore, depending on the type of tourist resource, it is advisable to apply certain criteria of rationality both during their use and during the protection [3]. That is, the concept of sustainable development is based on the balance that is achieved with a balanced, conscious relationship of environmental, economic and social components.

To ensure the balanced development of recreational tourism, it is advisable to consider the concept of systematization in recreational and tourist activities, which was proposed by Moscow scientists V. Preobrazhensky and L. Mukhina in 1969. According to their version, the set of phenomena related to recreational activities (which includes the sphere of balanced recreational tourism) should be considered as a system composed of different but interconnected elements. Systematic makes it possible to more fully and accurately study the individual elements of

the system involved in the field of recreational (tourist) activities, in particular, its properties such as functionality, integrity, hierarchy, stability, and dynamism [12].

To better understand the development of recreational tourism, it is necessary to explore the theory of cycles of evolution of the tourist space of R. Butler (Table 1).

In the early '80s of the XX century, the theory of the development of tourist space appeared. It was developed by scientist R. Butler. The theory of cycles of evolution of tourist space connected with the development of tourism not only in the separate locality but also in the all-region. The scientist named six stages of development of tourist space. At the exploratory stage of tourist space development, a single visit to the territory has almost no effect on the local economy and people's lives. In the second stage — the stage of entry — the results of such visits are noticeable: locals begin to receive income for services provided to tourists (accommodation, sale of culinary products, small souvenirs, etc.). In the third stage, the number of tourists in the region may approach the population. The fourth stage is the consolidation phase. At this stage of development, tourist functions are beginning to prevail. They «work» to meet the diverse needs of visitors, ie tourists who have chosen to relax or recuperate this region, and not another. Tourist infrastructure reaches the optimum and meets the economic feasibility, but at the same time significantly increases the anthropogenic load on tourist resources. At the fifth stage in the

Table 1

The evolution of the development of recreational tourism space according to R. Butler

Stage	Name	Characteristic
I	Exploratory	associated with visiting tourist and recreational areas by a small number of people, mostly individual tourists who may be interested in natural resources or historical and cultural features of the region, unique monuments, etc.
II	Entry	tourists much more often visit the mentioned area
III	Evolution of tourist space	development phase, in which tourism for a particular region becomes a field of specialization and the main source of income
IV	Consolidation phase	this means the full flowering of the tourist function, which characterized by the optimization of the number of tourists and the dominance of local industry in the market of tourist goods or services
V	Stagnation	characterized by inhibition of the development of tourist functions. Reducing the influx of vacationers causes economic difficulties: the profitability of hotel complexes reduced, it is impossible to pay loans provided for the construction of relevant facilities, etc.
VI	Decline of tourist functions	causes a significant decrease in visitors to the region

Source: the authors formed according to [13].

region is increasing social tension (crime, deteriorating relations between visitors and the local population). At the sixth stage of development of the tourist space, there is a decline in tourist functions, which causes a significant decrease in visitors to the region. This process accompanied by the closure of hotels, restaurants, and other infrastructure or their redevelopment, which is no longer related to tourism [13]. Considering the negative factors mentioned in the theory of the development of tourist space in practice, can contribute to balanced regional development and reduce uneven development of individual regions.

Based on the concept of self-destruction of tourism development, which is related to the ecological condition of recreational areas, it is possible to identify risks to ensure the balanced development of recreational tourism. If the previous concepts are more concerned with the functional, social, and attractive principles of tourism development, the concept of self-destruction of tourism is associated with a negative change in recreational areas, which is due to anthropogenic impact on recreational and tourist resources.

According to the concept of self-destruction of tourism development, areas of mass recreation are undergoing changes that occur during the four stages of their development [12]:

- In the first stage, the new tourist area is first visited by a small group, usually, the wealthiest tourists, whose recreational activities have little effect on the change of living environment, although, from an economic point of view, contribute to the accumulation of primary capital in the local population, which is of interest to enterprising people to expand tourism.

- In the second stage of development of tourist territories there is further management, first of all, expansion of bases of accommodation and perhaps the most important — reduction of cost of stay. This causes an increase in the flow of middle-class vacationers. Not only the number of vacationers is increasing, but also the load on tourist and recreational areas and the formed infrastructure.

- The peak of popularity comes during the third stage of development. It is accompanied by massive and uncontrolled growth of tourist flows, which leads to the deterioration of the ecological condition of such areas and congestion of the relevant infrastructure.

- The fourth stage of development of the territory testifies to degradation of a resource base of development of tourism and causes a decrease in the influx of having a rest, deterioration of an ecological condition, decrease in a standard of living, and consequently — a decline of tourist activity.

World experience shows that recreational and protected areas are the main attractive factor that attracts modern tourists. In Europe, there has been a transition from classic tourism to ecological, balanced recreational tourism, which is represented in developing countries because they house the necessary natural resources. This factor is the main for the development of an effective environmentally and economically oriented strategy for developing countries. Therefore, it is advisable to highlight the conceptual basis for the development of balanced recreational tourism, based on the European experience (Fig. 1).

Thus, the unbalanced development of recreational tourism increases the negative human

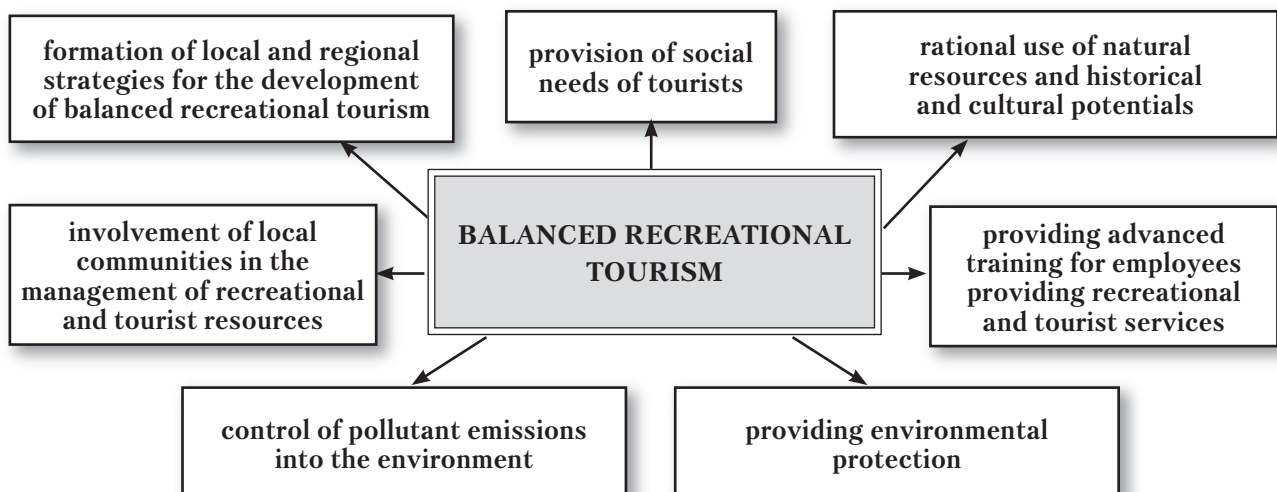


Fig. 1. Conceptual bases of balanced recreational tourism concerning European integration process

Source: formed by the authors.

impact on recreational and tourist areas, leads to the deterioration and destruction of these areas, for which it will be impossible to develop in the future. Therefore, further scientific research of anthropogenic pressures on recreational and tourist areas and the research of the economic feasibility of the development of recreational tourism is extremely important. It is advisable to implement theories and concepts for the development of balanced recreational tourism based on the experience of highly developed European countries.

CONCLUSIONS

Ukraine is provided with high-quality tourist and recreational resources. Therefore,

the development of balanced recreational tourism in our country will contribute to the harmonization of ecological and socio-economic development of the territory, allowing to create a competitive and original market product.

It is necessary to take into account the existing domestic and European theories and concepts for the development of balanced recreational tourism. After all, guided by them, it is possible to develop and implement multi-purpose strategies for the development of recreational tourism, which aimed at improving the quality of life of the population and the environment, with the provision of profit.

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КОНЦЕПТУАЛЬНІ ОСНОВИ ЗАБЕЗПЕЧЕННЯ ЗБАЛАНСОВАНОГО РОЗВИТКУ РЕКРЕАЦІЙНОГО ТУРИЗМУ В КОНТЕКСТІ ЄВРОІНТЕГРАЦІЇ

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У статті розглянуто екологічну та соціо-економічну сутність збалансованого рекреаційного туризму. Висвітлено необхідність дослідження збалансованого рекреаційно-туристичного ринку на принципах концепції сталого розвитку туризму. Досліджено основні концептуальні напрями забезпечення розвитку збалансованого рекреаційного туризму на підставі вивчення підходів зарубіжних та вітчизняних дослідників. Запропоновано концептуальні основи розвитку збалансованого рекреаційного туризму на основі європейського досвіду. Доведено, що розвиток збалансованого рекреаційного туризму в нашій країні сприятиме гармонізації екологічного та соціально-економічного розвитку території і створить конкурентоспроможний та унікальний ринковий продукт. Обґрунтовано необхідність розгляду наявних вітчизняних і європейських теорій та концепцій розвитку збалансованого рекреаційного туризму.

Ключові слова: рекреаційно-туристична галузь, збалансований рекреаційний туризм, сталий розвиток, рекреаційно-туристичні ресурси, забезпечення збалансованого туризму.

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Заповідник «Пуца Радзивілла» площею понад 24 тисячі га створять в Україні. Кабмін на засіданні 17 лютого схвалив проект указу Президента України «Про створення національного природного парку» Пуца Радзивілла на території Рівненської області. «Пуца Радзивілла» стане третім національним парком в Рівненській області та збільшить природно-заповідний фонд області на 1%. Він приєднається до двох наявних національних природних парків в області — Дермансько-Острозького і Нобельського.