

BALANCED DEVELOPMENT OF TOURISM AND RESORT AND RECREATIONAL SPHERE: INTERNATIONAL, NATIONAL AND REGIONAL VECTORS

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Abstract. The *subject* of the study is international, national and regional vectors of balanced development of tourism and resort and recreational sphere. *Methodology.* The study used general scientific methods, in particular: theoretical generalization; methods of positive and normative analysis and statistical analysis. The *aim* is to substantiate the process of balanced development of tourism and resort and recreational sphere using international, national and regional vectors in modern conditions. *Conclusion of the study.* International experience of balanced tourism development has shown that among the leading countries in tourism are France, USA, China, Spain, Italy, Turkey, Mexico, Thailand. It is emphasized that these countries are annually visited by 30 to 100 million tourists. It was noted that France ranks first among the countries that attract tourists, the tourist flow to which in 2019 amounted to 217.8 million people, in 2020 it decreased to 117.1 million people, or almost 1.86 times; in second place among the leading countries is the United States of America, where in 2019 the tourist flow amounted to 167.4 million people, and in 2020 it decreased by almost 3.7 times and amounted to 44.7 million people; China ranks third in terms of tourist visits in 2019 – 167.5 million people, in 2020 it decreased to 30.4 million people, or 5.3 times. Analysis of the national experience of tourism development showed that the pandemic of viral infection also had the most significant impact on the reduction of tourist flows in Ukraine. It is noted that in 2019, the reduction of inbound tourists was almost 4 times, while the reduction of tourists in 2014 at the beginning of military aggression was 1.8 times. The authors consider it appropriate to predict a slight reduction in tourist flows during a full-scale war between Russia and Ukraine and to ensure the development of an innovative model of balanced development of national tourism. The creation of an innovative model of balanced development of tourism and resort and recreational sphere with the use of international, national and regional vectors is quite relevant in modern conditions. It is proved that such a model should ensure the achievement of public interests, short-term and long-term goals in solving alternative tasks of obtaining quick and maximum profit by the tourism business and meeting the needs of international tourist traffic and international capital in solving the problem of geographical promotion of tourist flows to new territories.

Key words: international tourism, tourist flows, coronavirus pandemic, military aggression.

JEL Classification: E20, H56, O10

1. Introduction

Recently, the conditions for tourism development have been extremely unfavorable. In early 2020, tourism was globally affected by the coronavirus pandemic, which led to a reduction in international tourist flows, and in some cases almost to a standstill. The gradual recovery of tourism took place against the backdrop of severe pandemic restrictions. It should

be noted that even the leading countries in tourism were unable to restore tourist flows to the forecasted level.

Unfortunately, the development of tourism in Ukraine was affected not only by the coronavirus pandemic, but also by Russia's military aggression. It is noted that we will have to use the crisis situation to implement unexpected tourist ideas and take care

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of the restoration of the industry before the end of the war. That is why the analysis of tourist flows of the leading countries of the world, the use of their best experience of restoration will allow to build world-class tourism in Ukraine.

They recognize that "international tourism is becoming a powerful factor in establishing ties between countries and peoples, contributes to solving political, economic, social, foreign economic, trade, cultural problems in the world. In the field of international tourism, cooperation between countries is manifested in the form of: bilateral and multilateral cooperation, which affects the establishment of long-term tourist ties, their use for the development of profitable economic relations, establishing close contacts in the field of cultural, scientific and technical organizations, improving the exchange of tourist information, developing common methods of standardization, tourist services. International tourism is defined as the sphere of production and sale of tourism product, thus forming the international tourism industry. Tourism enterprises are the main participants of international tourism as a business." (Aleksandrovoy, 2009)

Therefore, the justification of balanced development of tourism and resort and recreational sphere with the use of international, national and regional vectors is quite relevant in modern conditions.

2. International experience of balanced development of tourism and resort and recreational sphere

According to the World Tourism Organization, the dynamics of tourist flows in the leading countries

for 2010–2021 decreased from 2.5 times to almost 40 times. In general, the drop in tourist flows was caused by the coronavirus pandemic in 2020–2021, as we can see from the statistics (Figure 1).

According to the data, France, USA, China, Spain, Italy, Turkey, Mexico, Thailand are the leading countries in tourism. In general, these countries are annually visited by 30 to 100 million tourists. The first place among the tourist countries is occupied by France, the tourist flow to which in 2019 amounted to 217.8 million people, in 2020 it decreased to 117.1 million people, or almost 1.86 times. In second place among the leading countries is the United States of America, where in 2019 the tourist flow amounted to 167.4 million people, and in 2020 it decreased by almost 3.7 times and amounted to 44.7 million people. The third place is occupied by China in terms of tourist visits in 2019 – 167.5 million people, in 2020 it decreased to 30.4 million people, or 5.3 times, it should be noted that it is from this country that the coronavirus infection originates.

In general, it is necessary to note the world experience of tourism development. The principle of decentralization has a special influence on the French tourism policy. Delegation of powers to local governments, support of local initiatives, development of all forms of social tourism, the principle of comprehensive cooperation between the authorities, local communities and entrepreneurs in the field of tourism. French experience shows that the maximum effect in tourism development can be achieved only with the cooperation of executive authorities, local governments, public and professional organizations and business structures (Kryvenkova, 2016).

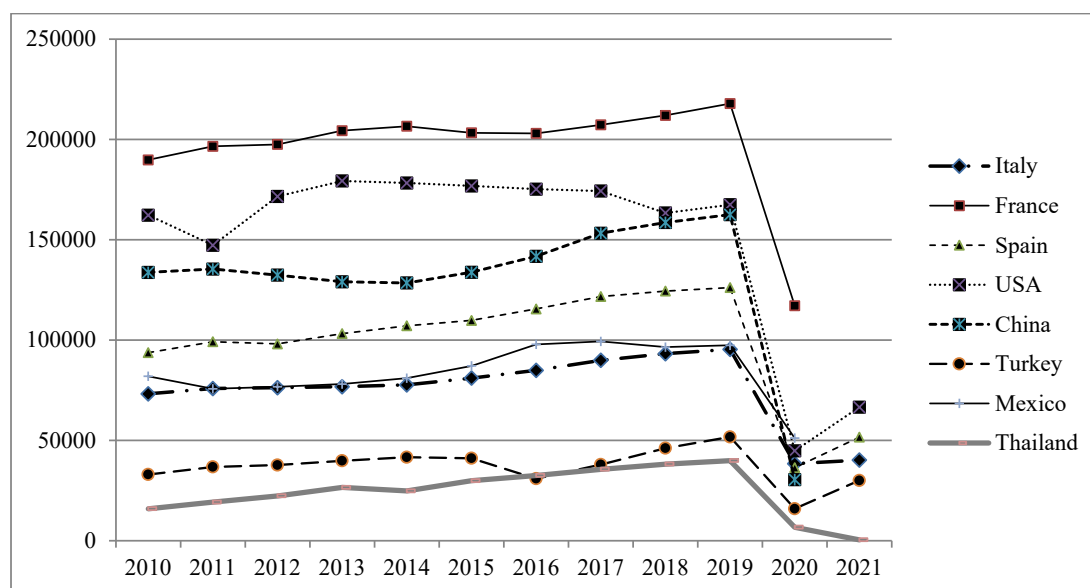


Figure 1. Dynamics of tourist flows in the leading countries of the world for 2010–2021, thousands of people

Source: grouped by data UNWTO

World experience gives us examples of mainly market regulation of investment processes in the tourism sector (USA). The combination of factors of production in the investment process is carried out by tourism companies. But this is possible only under the following conditions:

- Incomes of firms from market activities allow them to form the necessary accumulation of financial resources or use loans;
- effective demand in the country is growing;
- the costs of construction of the facility and the current costs of production activities at the facility are acceptable to the market;
- the investment project differs from others in that it has a fairly quick payback.

At the same time, taxes on the income of enterprises in the tourism industry should be minimal, and the state should not interfere in the functioning of the tourism sector of the economy, should not participate in financing this activity (Stoyka, 2011).

The attractiveness of China around the world is explained quite simply: the great attractiveness of the Celestial Empire for business circles forms a constant influx in the MICE segment – mainly to Chinese exhibitions, fairs, production facilities, etc. An extremely rich culture, the age of which is determined by thousands of years, a huge number of architectural, historical, cultural and natural monuments attract millions of tourists to China who go on sightseeing tours. Another attractive destination for Chinese tourism is an amazing variety of authentic cuisine of different regions, folk medicine and recreation at seaside resorts (for example, Hainan Island off the southeast coast of mainland China). (Shapovalova, 2017)

Thus, in general, the experience of leading countries in the field of tourism determines the need to form an innovative model of inclusive tourism development at the national level.

3. National and regional vectors of tourism and resort and recreation development

According to the World Tourism Organization in Ukraine, the dynamics of tourist flows in Ukraine in 2020 decreased almost to the level of 1995 (Figure 2).

The coronavirus pandemic also had the most significant impact on the reduction of tourist flows to Ukraine. In 2019, the reduction of inbound tourists was almost 4 times, while the reduction of tourists in 2014 at the beginning of military aggression was 1.8 times. In general, it is possible to predict a slight reduction during a full-scale war of Russia against Ukraine and the need to develop an innovative model of balanced development of national tourism.

The balanced development of the tourism industry potential means the balanced development of all sectors of the tourism complex, which is achieved in the triad "economy – social sphere – nature management". From the point of view of "tourism-economy" interaction, balance implies effective development of the tourism industry potential due to the balance of supply and demand. The balance of the tourism industry within the social environment means the maximum satisfaction of tourists' needs. The development of the tourism industry's potential while preserving natural resources ensures a balance in the relationship "tourism – nature management" (Yukhnovska, 2020).

The main components of balanced national and regional tourism development are economic, financial,

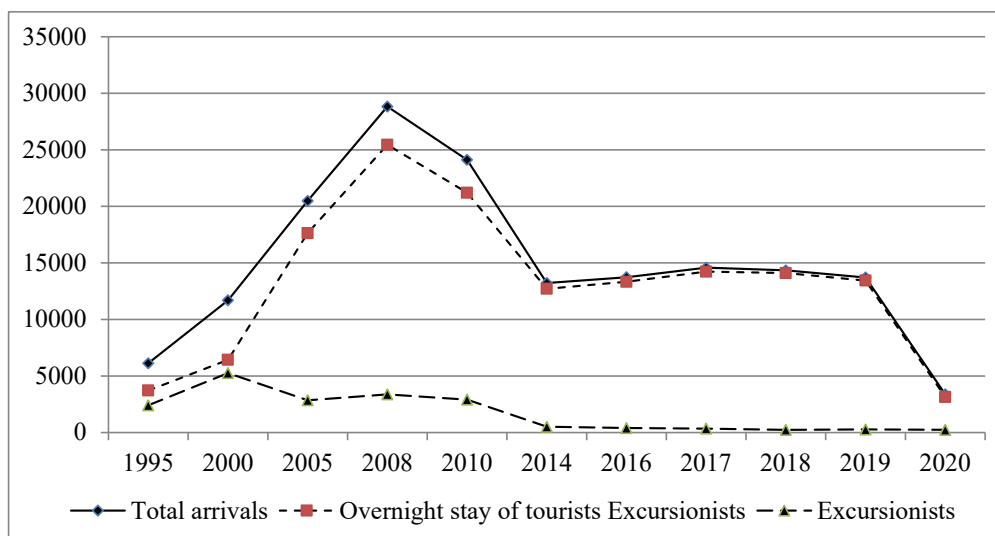


Figure 2. Dynamics of tourist flows in Ukraine for 1995–2020, thousands of people

Source: grouped by data UNWTO

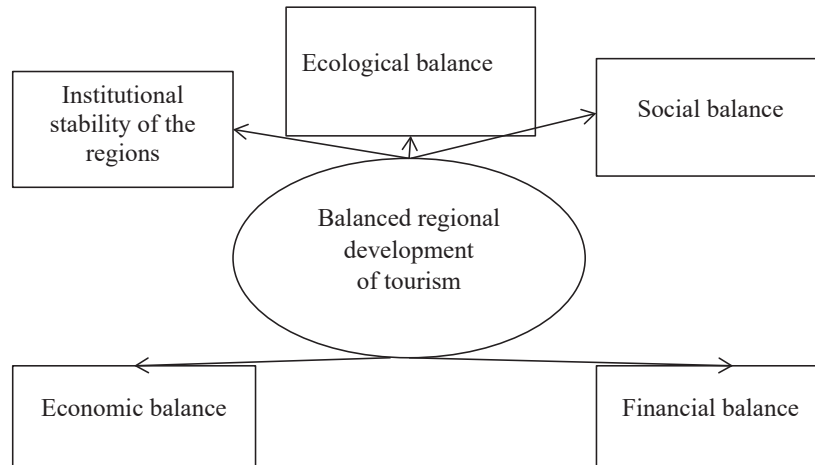


Figure 3. Components of balanced national and regional tourism development

Source: grouped by the authors (Yukhnovska, 2020)

environmental, social and institutional balance. The relevant innovation model should take into account the components of balanced national and regional tourism development in accordance with modern conditions. As the world experience of tourism leaders has shown, the relationship between society and the environment in the context of sustainable tourism development is important in the context of an aging innovation model (Figure 4).

In general, the innovative model of balanced tourism development should take into account the public interests of achieving short-term and long-term

goals in solving alternative problems of obtaining quick and maximum profit by the tourism business and meeting the needs of international tourist traffic and international capital in solving the problems of geographical promotion of tourist flows to new territories.

In the current conditions of economic development, tourism is an area that brings not only income, but also has great potential for progress. Possessing significant natural resources, good geographical location of the country, a large number of tourist facilities, having highly qualified personnel,

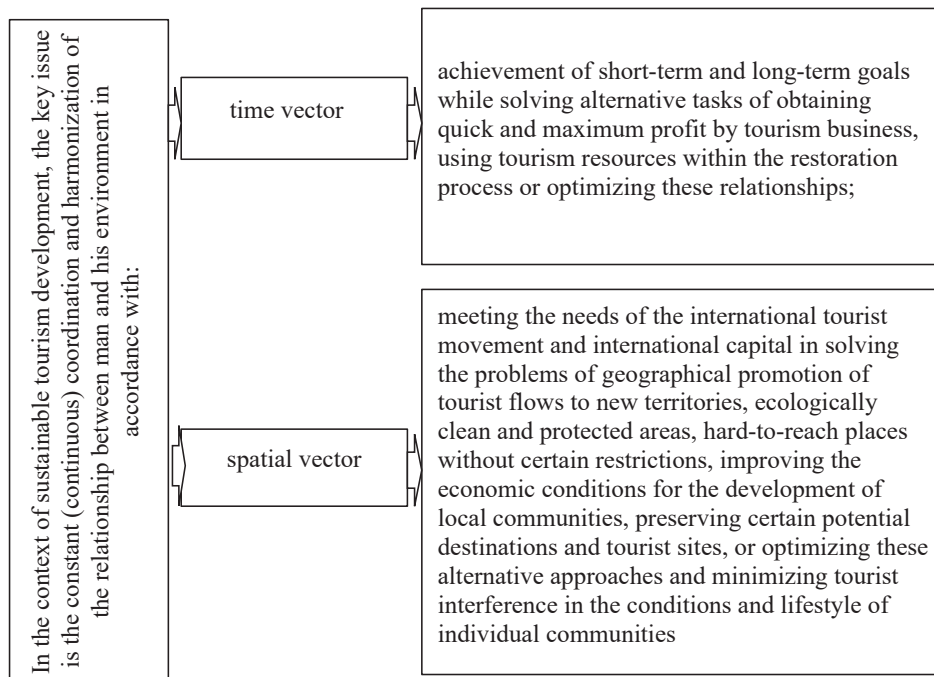


Figure 4. The relationship of man with the environment in the context of sustainable tourism development

Source: grouped by the authors (Tkach, 2019)

overcoming infrastructure and investment problems, tourism can develop according to an optimistic scenario, thereby increasing not only its efficiency, but also the efficiency of related industries. However, the abandonment of tourist heritage sites, irrational use of available natural resources, lack of investment in the development of not only infrastructure, but also tourism in general, the outflow of personnel abroad can be key factors in choosing a pessimistic path of development (Tkach, 2019).

The development of the strategy for managing the development of the region is based on the main directions of environmental protection policy and requires significant adaptation of existing norms and requirements in our country to European standards. This requires a combination of all the positive that has been acquired by the national and international community in the field of theoretical, methodological, practical principles of rationalization of the use of natural resource potential of tourism and recreation, optimization of the functioning of the ecological and economic system, preservation of environmental quality in the context of environmentally sound spatial development. It should be noted that the theoretical framework, which is the basis of the new course of the modern economy, declared in the UN policy documents, provides for the concept of "green economy" as a system of economic activity related to the production, distribution and consumption of goods and services that lead to human well-being in the long term, do not expose future generations to significant environmental risks or environmental deficit, and are aimed at creating new jobs in the regions (Nezdoymynov, 2012).

The attractiveness approach allows to effectively develop the territory, i.e., to produce those goods and provide those services that will be most in demand by tourists visiting the destination. This will make it possible to make the right management decisions to attract investments in the development of not just the infrastructure of the region, to build not just accommodation, entertainment, etc., but to invest them purposefully, according to the needs, with the attractiveness that makes most tourists visit the destination. At the same time, a systematic approach to the management of tourist areas will have a great synergistic effect and significantly increase the competitiveness of the territories as tourist destinations. (Koshkalda, Kalinichenko, Groholskyi, Hrybinyk, 2022)

The infrastructure of tourist facilities is poorly developed, and in some regions it is absent at all, this is the reality of modern tourist and recreational areas of Ukraine. During the years of independence, unfortunately, Ukraine has not only failed to improve its tourist infrastructure, but over time, Soviet projects have become outdated and should have

been modernized and made competitive, but this has not happened. Most of the health resort fund of Ukraine is abandoned, depleted and in a very difficult situation. The development of regional tourism in Ukraine is closely connected with the tourist infrastructure, which in turn acts either as a constraining factor in the development of the industry, or determines the positive dynamics of the development of tourism and recreation. At the same time, for most regions of Ukraine, infrastructure problems are the main reason for the decline in the competitive advantages of the territory in the market of tourist services. (Symonenko, 2020)

In general, as most authors emphasize, for the prospects of national and regional tourism development it is necessary to take into account the mechanism of attracting investments, motivation to create innovations, transformation of infrastructure in modern conditions (Irtyshcheva, and etc., 2022; Popadynets, et al. 2021; Yakymchuk, et al., 2021; Pletsan, et al. 2021).

4. Conclusions

International experience of balanced tourism development has shown that France, USA, China, Spain, Italy, Turkey, Mexico, Thailand are among the leading countries in tourism. It is emphasized that these countries are annually visited by 30 to 100 million tourists. It was determined that France ranks first among the tourist countries, the tourist flow of which in 2019 amounted to 217.8 million people, in 2020 it decreased to 117.1 million people, or almost 1.86 times; the second place among the leading countries is occupied by the United States of America, where in 2019 the tourist flow amounted to 167.4 million people, and in 2020 it decreased by almost 3.7 times and amounted to 44.7 million people; the third place in terms of tourist visits is occupied by China – in 2019 167.5 million people, in 2020 it decreased to 30.4 million people, or 5.3 times.

Analysis of the domestic experience of tourism development has shown that the most significant impact on the reduction of tourist flows in Ukraine was also caused by the coronavirus pandemic. It was determined that in 2019 the reduction of inbound tourists was almost 4 times, while the reduction of tourists in 2014 at the beginning of military aggression was 1.8 times. It is appropriate to predict a slight reduction in tourist flows during a full-scale war between Russia and Ukraine and the need to develop an innovative model of balanced development of national tourism.

Creation of an innovative model of balanced development of tourism and resort and recreational sphere using international, national and regional

vectors is reasonable and quite relevant in modern conditions. It is proved that this model should take into account the public interests of achieving short-term and long-term goals in solving alternative problems of obtaining quick and

maximum profit by the tourism business and meeting the needs of international tourist traffic and international capital in solving the problems of geographical promotion of tourist flows to new territories.

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