

PROSPECTIVE WAYS OF DEVELOPMENT OF TOURIST AND RECREATIONAL POTENTIAL OF LVIV REGION, UKRAINE

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Abstract

Theoretical bases and methodical approaches to the study of the state of tourist and recreational potential of Lviv region are substantiated and the main tendencies of its changes for the future are determined. Many of the problems associated with the development of the tourism industry remain unexplored and need further elaboration. This testifies to the relevance and expediency of further research. The method of research of the state of tourist and recreational potential of Lviv region, which is based on the use of a number of general scientific methods, is described. The tendencies of development of tourist and recreational potential of Lviv region are substantiated. Wide range of different types of tourism is developing in the Lviv region now and therefore there is a well-developed network of enterprises that serve the tourism industry. The available strong tourist and recreational potential indicates that the development of the tourism industry has become one of the most priority economic directions of Lviv region. According to the results of the study, the relevant conclusions are given.

Key words: *tourism, tourist and recreational potential, inbound tourists, outbound tourists, domestic tourists*

INTRODUCTION

The global importance of the tourism industry is constantly growing, which is due to the importance of its role in the development of the economy and international relations of Ukraine, as well as in foreign exchange earnings to the budget. The mass development of tourism allows millions of people to expand their worldview, get acquainted with the history, heritage of world culture and traditions of foreign countries. Due to the correct economic and cultural policy, tourism is a factor of stability and strengthening of interstate ties and contributes to the formation of a positive image and prestige on the world stage of Ukraine in general and Lviv region in particular.

Lviv region occupies a significant place in the tourism industry of Ukraine and is one of the most promising tourist regions of our country. An important prerequisite for the development of tourism in the Lviv region is a strong resource base, which ensures the constant development of tourist infrastructure [5].

It has been one of the most attractive tourist areas of Ukraine. Various types of tourism are

developing here now and, accordingly, a whole network of enterprises that serve the tourist infrastructure. The powerful potential of historical, cultural, architectural, socio-economic, and natural resources determines the priority of tourism development in the Lviv region.

Tourism as an important factor in the development of Lviv region contributes to the exit of the economy of both Lviv region and Ukraine as a whole from the crisis, as well as a stable and dynamic increase in revenues to local and national budgets [6].

A fundamental point in the study of the state of tourist and recreational potential of the region is its analysis as a system. We believe that the most important task facing the tourism industry is to continue the integration of Ukrainian tourism and recreation in the world by increasing the number of foreign tourists [9].

The transformation of Lviv region into a tourist zone with a European level of service and security will fundamentally change the face of both the region and the country.

MATERIALS AND METHODS

The purpose of our research was to analyze the state of tourist and recreational potential of the Lviv region and determine the prospects for its use. Based on this goal, the main task was to substantiate the trends of changes in the tourist and recreational potential of the Lviv region and to establish the most important factors influencing it.

The method of studying the state of the tourism industry of Lviv region involves the use of a number of general scientific methods (induction and deduction, computational, monographic, etc.). From the economic point of view, the resource base of the region is a set of factors of production (natural, labor, financial, production, etc.), which have quantitative and qualitative parameters that determine the possibility of their involvement in regional development programs. All available resources are a means of implementing development projects after their preliminary evaluation and analysis. The analysis of the resource base of the region includes an assessment of natural resource, economic, social, scientific and technical potential. It is necessary to take into account the territorial features of the location of resources and productive forces and their development. Tourist and recreational potential has a pronounced resource orientation, because it is the resources that determine its territorial organization, directions of specialization, tourist flows, the level of efficiency of tourist and recreational facilities [2].

For research of the effective development of tourist and recreational activity it will be most expedient to use the integrated system approach that allows us to explore:

- features of already existing natural and anthropogenic resources of a separate territory;
- functioning of tourist and recreational enterprises in a competitive environment;
- level of tourism infrastructure development;
- interaction with other systems (political, legal, economic, social, etc.).

RESULTS AND DISCUSSIONS

Lviv region is located in the west of Ukraine and is an extremely attractive area for tourists by geographical location, ecological situation, cultural and historical heritage.

The main feature of the economic and geographical position of Lviv region is its transit position and close location to the state borders of Ukraine with Poland, Hungary, Slovakia and Romania. It provides an opportunity for the development of business and cultural contacts with these countries.

Within the country, Lviv region borders with Ternopil, Rivne, Volyn, Ivano-Frankivsk and Zaccarpattian regions. This allows you to explore and study the historical heritage of these areas. The most important of them are international and national highways: Lviv-Rava-Ruska, Lviv-Krakivets, Lviv-Shehyni, Lviv-Mukacheve, Lviv-Kyiv, Lviv-Uzhhorod, Lviv-Lutsk and Lviv-Khmelnysky.

Lviv Railway covers railway routes of both international and national importance, the main of which are Lviv-Przemysl, Lviv-Chop, Lviv-Kyiv and Lviv-Odessa.

The presence of Lviv International Airport allows to carry out a large number of both international and domestic air transportation every day. In 2020, 877,700 passengers were transported through this airport, and 18,963 takeoffs and landings were made. The most popular and numerous international flights from Lviv were to Germany, Austria, Great Britain, Poland, the Czech Republic, Slovakia, Hungary, France, Spain, Italy, Israel, Turkey and a number of other countries. In addition, there is the possibility of domestic flights, the most common of which are: Lviv-Kyiv, Lviv-Kharkiv and Lviv-Odessa [11].

Lviv region is known as one of the best places in Ukraine for recreation and tourism. There are 400 territories and objects of the nature reserve fund in the region, in particular the state nature reserve "Roztochchya", 33 reserves, 240 natural monuments, 55 parks-monuments of garden and park art, 61 protected tracts. A significant area of rural tourism is the territory of the Ukrainian Carpathians, which is located in the south of Lviv region. The largest centers of cognitive

tourism are Lviv and a number of ancient cities of the region with their historical and architectural monuments, such as Zhovkva, Drohobych, Gorodok, Sambir, Zolochiv, etc.

A special wealth of Galicia is the large reserves of mineral waters. In the Lviv region there are four deposits of medicinal mineral waters such as "Naftusya". on the basis of which there are medical resorts and sanatoriums in such cities as Morshyn, Nemyriv, Skhidnytsia, Truskavets, Shklo, etc [10].

Lviv region largely resembles an open-air museum, as there are more than 2,000

historical, architectural and cultural monuments on its territory. The architecture of Lviv has a mixture of Gothic and Baroque, Renaissance and Romanesque style, Rococo and Empire, modern eclecticism and constructivism. Lviv is a treasury of national ideas and culture, the economic, educational and cultural center of Western Ukraine. It has many museums, art galleries and theaters. A significant number of ancient churches have been preserved in the Lviv region. There are 1,235 religious buildings on its territory, of which 999 buildings are architectural monuments [4].

Table 1. Dynamics of the number of tourists and excursionists who were served by the subjects of tourist activity of Lviv region, persons

Index	2017	2018	2019	2019 in % to 2017
The total number of tourists	175,150	182,255	249,442	142.4
including:				
number of incoming tourists (foreign tourists)	6,042	7,617	7,929	131.2
number of outbound tourists (tourists-citizens of Ukraine who traveled abroad)	82,653	112,757	159,164	192.6
number of domestic tourists	86,455	61,881	82,349	95.3

Source: Generalized by authors based on [7; 8].

Analyzing the tourist flow during 2017-2019, it should be noted that the total number of tourists, including inbound and outbound, is growing, although the number of domestic tourists has slightly decreased [7; 8].

The available strong tourist potential indicates that the development of the tourism industry has become one of the most priority economic areas in the Lviv region. The analysis shows that in the structure of incoming tourists (foreign citizens) who visited the Lviv region in 2019, the largest share was occupied by tourists from Poland, due to the proximity of the state border with this country.

The vast majority of outbound tourists are characterized by the fact that the tourist trips of Ukrainian citizens are mostly due to the desire of people to rest and recuperate during their holidays in countries with favorable climatic conditions.

Therefore, in the structure of outbound tourists from the Lviv region, tourists who went to countries with powerful resorts with access to the sea coast had the largest share.

The migration of outbound tourists was mainly related to their summer vacation.

We have identified the following main problems of development of tourist and recreational potential of Lviv region:

- economic and political situation in Ukraine (annexation of the Crimean peninsula, war in eastern Ukraine);
- ineffective state policy in the field of tourism and lack of state funding for the tourism industry;
- lack of clear planning the mechanism of development of perspective tourist territories and their financing;
- non-compliance of quality and level of service with European standards;
- unfavorable epidemiological situation caused by the pandemic of corona virus infection COVID-19;
- low qualification of specialists employed in the tourism;
- low competitiveness of historical and cultural heritage sites, caused by outdated material and technical base, neglected and dilapidated condition and lack of state funding;

-violation of the rules of use of natural resources, environmental protection and, as a consequence, unsatisfactory ecological situation, etc.

The issue of solving the problems of development of tourist and recreational potential of Lviv region is very important,

because, thanks it, significant foreign exchange earnings are made to the budget, new jobs are created, which generally leads to improving the economic situation in Ukraine.

In the course of scientific research, we conducted a SWOT-analysis of the tourism industry of Lviv region (Table 2).

Table 2. SWOT-analysis of the tourism industry of Lviv region

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> - favorable socio-geographical position; - rich natural and recreational potential; - unique socio-historical heritage; - popularization of festival events as unique tourist and recreational products; - availability of regional tourism development programs; - increasing competition in the market of tourist services; - active position of the population on the development of the tourism industry. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> - insufficient level of tourist infrastructure development; - low level of service provision in tourist facilities; - insufficient number of accommodation and catering facilities, disorderly condition of highways; - low level of advertising and public awareness of tourism programs in the region; - insufficient level of qualification of tourism workers; - lack of government programs to preserve and restore unique tourist attractions.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - use of geographical location to increase tourist flows; - use of natural potential for the development of rural, water, health and medical recreation; - involvement of objects of historical and cultural heritage in cognitive and entertaining tourist and recreational projects; - arrangement of accommodation and recreation facilities in places with tourist attractions; - arrangement of transport infrastructure to tourism facilities; - increase in the number of hotel facilities and other tourist accommodation facilities. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - reduction in the number of foreign tourists due to imperfect tourist infrastructure and low level of tourist services; - insufficient funding from the state budget for new tourism programs; - destruction of architectural monuments in case of their neglect; - reduction of tourist flows due to the low level of marketing of the tourist industry of the region; - excessive use of exhaustible natural and recreational resources.

Source: developed by the authors.

Ukraine has all the resources for the development of both domestic and international tourism. This is facilitated by the presence of a powerful tourist and recreational potential, a large number of historical, cultural and architectural monuments [3].

The lack of proper infrastructure remains a major problem. There is a need for high-quality repair of obsolete and construction of completely new competitive accommodation facilities. A large number of tourist facilities are located in rural areas, which are difficult to reach due to the lack or improper condition of roads. This can in some way scare away a large number of foreign tourists, so it is the problem of road repairs that needs to be urgently addressed.

There is also insufficient state funding for the construction of equipped stops for short-term recreation (gazebos, benches, etc.), mountain shelters, placement of tourist information signs and marking of routes and trails.

Some objects of cultural and historical heritage of Lviv region are in an abandoned or destroyed state. At the same time, the presence of these historic buildings is very important for the development of tourism. In addition, a significant problem is the insufficient funding of museums, and most of the total funding goes to pay for labor and utilities. The result is an outdated material and technical base of museums and almost no update. Abroad, the museum is a very important component of tourist and recreational potential, so there is a constant

renewal of material and technical base, exhibition areas, reconstruction of historical and architectural monuments. All these factors actually contribute to the high popularity of foreign museums among tourists and, thanks to this, a significant income to the state budgets of foreign countries [1; 12].

Today the problem of household services for tourists in the Lviv region is acute. Unfortunately, the existing network of establishments that provide household services does not meet all the needs of the tourism industry due to:

- large concentration of tourist and recreational facilities in relatively small areas;
- remoteness of tourist and recreational facilities from district centers or large settlements, where the necessary facilities are located;
- insufficient quality of services provided by tourist and recreational infrastructure institutions and the appropriate level of qualification of tourism personnel.

CONCLUSIONS

All these problems have been complicating the functioning of the tourism industry of Lviv region for a long time, so their elimination requires significant efforts. The solution of these problems depends not only on the weak material and technical base, but also on the state tourism policy.

The presence of a large number of different natural resources provides an opportunity to develop various types of tourism in the Lviv region, the main of which are: active (water, speleological, cycling), rural, cultural, healthcare and other types.

Each tourist and recreational territory for its stable functioning must specialize in certain types of tourism and types of recreational recreation. It is important to form them in such a way as to maintain a stable tourist demand throughout the year, avoiding the seasonality factor.

According to the results of scientific research, we have proposed the following main ways to solve the problems of development of tourist and recreational activities of the Lviv region:

- increase in financing of the tourism industry both through subsidies from the state and through attracting potential investors;
- improvement of the tourist infrastructure and the condition of the roads, especially in rural areas;
- improving the legislative and regulatory framework governing tourism;
- repair and restoration of historical and cultural heritage sites;
- improving the condition of tourist routes (increasing the number of equipped stops for short-term recreation, mountain shelters, placement of information and tourist signs, providing access to tourist facilities, etc.), which will increase the number of potential tourists;
- improving the quality and expanding the range of services in tourist facilities;
- increase in the number of tourist accommodation;
- providing a sufficient number of qualified personnel in tourism.

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