

Problem aspects of the tourist activity in the Poltava region

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Abstract

Tourism in Ukraine is a key sector of the economy whose development should ensure openness of the domestic economy, strengthening of democracy and the course of European integration of the country. The strategic goal of tourism development in Ukraine is to create a competitive domestic and international tourism product in the domestic and world markets, expand domestic and increase inbound tourism. The article analyzes the main indicators of tourism in Ukraine and Poltava region and identified promising areas of improvement of organizational and legal aspects of tourism policy in Poltava region.

Keywords: tourism, tourism policy, inbound tourism, outbound tourism, legal regulation

1 Introduction

The vector of development of our country is clearly aimed at integration into the world economy. The tourism sector is increasingly beginning to play a prominent role in the socio-economic development of Ukraine, while still remaining in the lowest position in the ranking of the world tourism market. The reasons for this situation are the imperfection of the legal framework, which should ensure the implementation by the state of its tourism policy, the complex and ambiguous tax policy and the lack of infrastructure that is necessary to meet the needs of the population of this kind.

In the current conditions of active aggravation of competition, globalization and regionalization of economic ties, the tourism industry already has little to have serious tourism potential for successful activity with high financial performance. Nowadays requires providers of tourist services of high competitiveness, regardless of external and internal operating conditions of the subject. The development of the tourism industry will facilitate the flow of foreign currency into the country, assist in the development of less developed regions and regions, and allow the use of natural resources that had not been used by other sectors of the economy before.

2 Overview

Tourism is one of the most promising areas of socio-economic development of our country as a whole and at the level of cities and regions. Because tourism industry constitutes 11% of gross domestic product in the world. Ukraine has extraordinary potential in terms of resort resources: natural thermal waters, hydro-resources, therapeutic muds, coniferous mixed forests and seashores, but at the present stage, the UNWTO World Tourism Organization estimates Ukraine's share in tourist flows in Europe at 4% and around 1% - in pan-European revenues from tourism activities [1].

During 2018-2019, positive changes began to take place

in Ukraine, which were reflected and improved tourist activity. According to this, in 2018-19, our country had the fastest growth rate in the sub-region, rising by 10 places and ranking 78th in the world. In particular, Ukraine, as the country stabilizes and rebuilds, has dramatically improved its business environment (from 124 to 103), security (from 127 to 107), international openness (from 78 to 55) and overall infrastructure (from 79 to 73).

In 2018 there was an increase in the number of tourist activities observed in Dnipropetrovsk, Donetsk, Lviv, Poltava, Kharkiv and Cherkasy regions. However, the largest number of subjects of tourist activity is concentrated in Kyiv, Dnipropetrovsk, Kharkiv and Odesa regions. Increasing the popularity of a territory, increasing the volume of tourist flows to the area is primarily related to its natural and recreational resources, historical and cultural sites, the level of infrastructure development [2]. It is the availability and effectiveness of tourist and recreational resources is a major factor in ensuring the development of tourism in Poltava region.

Natural tourism resources are an extremely rich component of the tourism and recreational potential of the Poltava region, which is involved in the creation of a tourist product. These include: cultural and historical tourism resources (archeology, history, architecture, town planning, arts, ethnography); material and tourist resources (establishments of accommodation and rehabilitation); sanatorium and resort sphere; ethno-tourism resources; sacred tourist resources; cultural and leisure tourist resources [3].

However, despite such wide opportunities in tourism, the number of tourists served by tour operators and travel agents is not significant enough in the Poltava region. The number of subjects of tourist activity in the Poltava region is insignificant, in comparison with other regions of Ukraine (17 legal entities and 75 FOP), but in 2018 there was a significant increase in the number of tourist activity (15 legal entities and 140 FOP), which carry out their activity as individuals entrepreneurs without registration of a legal entity. The Poltava region, having a huge tourist resource,

does not use it to its full extent, and, accordingly, the revenues from tourist activity in comparison with other regions are absolutely insignificant [4, 1].

However, it is fair to point out that the legal mechanisms of state regulation of the tourism sector are being activated in Ukraine, namely: new laws are being introduced, necessary changes are being made to the existing legal acts, and the provisions of national legislation in the field of tourism are being brought into line with international standards.

3 Decision

Poltava region endowed with vast potential opportunities in terms of tourism and recreation industry. Excursion, resort, recreational activity, providing of educational activity and scientific support of constant development of tourism and resort activity, attraction of investments in development of tourist infrastructure, ensuring effective promotion of regional tourist product in the international and domestic tourist markets, creation of objects of rest and additional working places - these are the main tasks that need to be addressed and reflected in the regulatory documents, as at the stage of formation tourism development policy in the Poltava

References

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region, and during the implementation of this policy [5].

The positive effect of the implementation of projects in this area should be reflected in changes in: streamlining the use of tourist resources; adaptation of natural areas, cultural heritage sites for tourist visits, providing them with appropriate infrastructure and information content; increasing the volume of tourist services provided; facilitating the creation of new tourist routes and innovative animation programs for local tourist services; development of health resort area; adoption of the Law of Ukraine "On the declaration of natural territories of the city of Myrhorod of the Poltava region as a resort of state importance".

4 Conclusion

Due to this we can make a conclusion that the fundamentals of sustainable development in the tourism sector should be appropriate legislative support, with funds of state and local governments, infrastructure, personnel, administration, information support and ensure the safe development of tourism by stimulating interest in preserving and restoration of historical and cultural heritage in Ukraine in general and in particular in the Poltava region.