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ANALYSIS OF TOURIST RECREATIONAL POTENTIAL OF TERNOPIL REGION

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ABSTRACT. It is considered the tourist recreational potential of Ternopil region and the problems which are related to its using and development of tourism generally. A method of SWOT-analysis is used. It is formed the strategy of tourist industry development in Ternopil region.

JEL Classification: L89, P2

Keywords: tourist recreational potential, Ternopil region, SWOT-analysis.

Introduction

The modern economic situation of Ternopil region shows that this region has to develop not only the agrarian and build industries but also tourism as it holds powerful cultural and historical potential. However for this purpose it is necessary to overcome a row of problems, namely to build necessary and proper infrastructure, to organize the effective feed-back with the tourists and etc

Analysis of the last researches and publications

A lot of publications in the local facilities of information are published on the theme of tourism development in the Ternopil region; however majority of information are generalized and does not take into account features of our region. At the state level, questions of tourism development get into consideration such people as: Beydic O.O., Getman V.I., Dmitruc O.Y., Gorishevscuy P., Vasilev Y., Zinco Y., Dudcina O.P., Hlop'yac S.V., Perepelytsya O.O., Hilchevsciy R.V., Serebriy In., Rogco I.M., Matviiv In., Baydar A., Cravtsiv V.S., Evdocimenco V.C., Copach M.V..

A purpose of the article. A purpose of article is conducting an analysis of strong and weak sides of tourism and recreational potential of Ternopil region and development of strategic plan of tourism industry development in the region on the whole.

The main material of research. Data about tourism industry development in the Ternopil region.

Prospects of further researches

The industry of tourism develops, above all things, wherein there is infrastructure, and natural and historical sights are only places of impression. However, in the conditions of hard competition market such impressive places are solid argument in the fight for investments. Taking into account an economic situation Ternopil region doesn't have other ways of raising an economy and filling a budget, except for tourism development together with the processing complex, agriculture and production of build materials. Above all things it costs to develop rural green tourism, about what there will be the subsequent researches.

Tourism is one of the most dynamic and attractive industries of economy. For the last decades it became an important socio-economic factor, which determines development of territories and in that number of Ternopil region, which holds the powerful tourist-recreational and cultural-historical potential. For development of tourism in the Ternopil region there are enough favorable terms: far of nature sights, state reserves, historical-cultural monuments, mineral water, healthful dirt's, forest tracts of land and others like that. The tourists are attracted by original objects of nature mostly — the Cremenets mountains, Medobory, gypsum caves, canyon Dnestr, the Casperivsci landscape preserve, age-old parks — Scala-Podilsca, Coropetsc, forest reserve «Dacha of Galileya», dendroparks — Horostciv, Germacivsc, Bilocrinitsc.

On the architectural sights such cities as Ternopil, Beregani, Terebovlya, Cremenets, Pochaiv, Gusyatin, Buchach are extraordinarily rich

Among the archaeological sights, old settlements in v. Casperivtsi Zalishitsci district and v. bilchezolote of Borshiv district have enough interest.

There are many sacred objects here known in all Christian world – the Saint Uspensc Pochaiv large monastery, the Mariysc spiritual center Zarvanitsya and respected among believers-Catholics Yazlivets

Many people like to have brief vocations — in the forest, at the river. The landscapes round the cities Ternopil, Cremenets, Chortciv, Terebovlya are the most loading. All regions have considerable prospects for «green tourism» development that is rest of townsmen in the rural locality. The best terms are in the mountainous parts of the region and in Pridnistrov'i. More than that, the green tourism creates favorable possibilities for enterprise development: rural tourism is the way to employ the local people. Unlike other types of tourism, this one needs large capital investments and has all possibility to secure by work or additional earnings of rural farmsteads proprietors, and also decide a problem with the job placement of women. And the guests, they mainly are from the city, can learn to prepare rare foods, join to the art of embroidery, knitting, screw-thread.

Not taking into consideration a great amount of historical places on territories of Ternopil, which would have interested the tourists, the industry in region only begins to develop. The most negative factor, which restrains the increase of tourist's stream in the region, is tourist infrastructure insufficient development, including a question of reconstruction and building placing establishments, motorways repair, organizing of places for tourists brief resting. The biggest problem of tourist business development on Ternopil is the absence of the proper establishments of complex for tourists' maintenance: hotels, motels, campsites and others like that. There are not enough signs on the roads of region, sandwich-boards, which would have informed the tourists about the tourist objects. The absence of proper service infrastructure allows the tourists to be in region more long time. And on the whole, for creating in Ternopil region modern highly profitable tourist recreation industry, it is necessary to have clear strategy, quite a bit time, co-coordinated efforts of power and business, giant capital investments, energy of local communities. Only using offal forces of all branches of power it is possible to convert tourist recreation industry of region indeed in

prosperous. It is possible to offer to the organs of local self-government to assist to the businessmen, who in their activity apply nature saving technologies, giving them advantages during conducting local tenders, apply the favorable tax treatment in case of filling local budgets. Where it not possible to attract private business it is necessary to conduct the equipment with the modern amenities of recreational localities of common using and providing an observance there of ecological requirements of cleanness by the own forces.

By the most effective instruments of influence not only on the ecological safely recreative nature using, but also on stimulation of regional recreational process development are economic methods. Here belongs, foremost, fiscal policy, the levers of which, on the measure of its jurisdiction, will be to assist to development of recreational tourist complex and pricing, which are in the close intercommunication.

Most of our hotels, resort hotels, sanatoriums do not suit to world standards. For the rise of competitiveness it costs to inculcate the greater control above them. The presence at the Ukrainian market the world hotel networks «Hilton», «Marriott», will force to promote services quality, that are given by the home hotels.

Input of the logistic systems in the machineries of tourism management will allow optimizing and making quicker an exchange of information between clients and Ternopil tourist business. In its turn for the sake of efficient information receipt about the causes of recreational tourist visit of the Ternopil region it is possible to suggest the interested parties to poll clients.

Holding such information the establishments that deals with the management of the region recreational economy will be able to stimulate positive tendencies for themselves and be deprived negative. Talking about financing, it is possible to find facilities using the internal and external investments. Write now we do not have enough objects for their investment. Foreign investors are ready to inlay facilities, but firstly they need guarantees from local power in relation to collaboration, secondly, presence of literate and modern business plan, under which it is possible to select money with the least risk. For the competitive edge, it costs constantly to enter innovative technologies in tourism. For example, new tours, that satisfy new necessities and are oriented on the new user, new territory or development of new types of logistical support of tourist service. For today more perspective have cognitive and entertaining type of tours. The congressing tourism and also tourists' trips on festivals, exhibitions, and presentations become to develop.

For determination of innovative tourist potential of region tourism recreational resources it is important to know not only their volume and quality, but also type and degree of real exploitation with the purpose of subsequent actualization of backlogs and possible change of old forms and facilities by the resource using by new, more effective forms. So, for example, it is possible to use a row of not standard objects for the tourist purposes (industrial objects in the so called technogen tourism), creation of entertaining parks and so on.

Also, the absence of analysis of possibilities of tourist recreational complex development is the principal reason of insufficient level of tourist industry development.

For the proper characteristic of problem of tourist industry development from the point of view of science and practice we can use one of the most popular methods of analysis - SWOT-analysis. SWOT-analysis is the analysis that allows generalizing strong and weak sides of tourist industry, possibility and threat of tourism development. With the help of SWOT-analysis, it is possible to define both basic strategy of tourism development, and concrete directions of stimulation of tourism development in the Ternopil region, as most dynamic, highly remunerative, environmentally clean, not using much energy industries. A result of conducting SWOT-analysis is determination of strategic directions (priorities) of tourist industry development.

According to the select priorities it is possible to carry out adjusting development of tourism in the Ternopil region according to such types:

- for children;
- for young people;
- for family;
- culturally-cognitive;
- ecological;
- rural;
- congress.

<p>Strong sides:</p> <ul style="list-style-type: none"> • Present potential of tourism development (water, green) in case of the proper capital investments; • Advantageous geopolitical location; • Known in all Ukraine religious centers; • Presence of skilled labour resources; • Saving unique traditions, handicrafts, customs; • Presence of good number of palaces, churches and other masterpiece of architecture, culture and history; • Satisfactory ecological condition; • Well developed transport infrastructure; • Psychological readiness of population to support of green tourism. 	<p>Weak sides:</p> <ul style="list-style-type: none"> • Low culture of service; • Low quality of tourist services because of the insufficient level of infrastructure development; • Insignificant competitive edges of tourist services (low specific gravity of unique tourist services); • Weak state support and insolvency to co-operate organs of local self-government with the organs of executive power; • Low solvency of some categories of population; • Weak publicity providing.
<p>Possibilities:</p> <ul style="list-style-type: none"> • Development of state economy; • Development of other industries, which results in growth of business tourism, enterprise activity; • Favorable legislative base; • The possibilities of bringing capital investments in grow; • Hasty growth of the tourist services demand; • Input and expansion of recreational tourist services spectrum; • Creation of new objects of tourist sphere, territories for resting and tourism. 	<p>Threats:</p> <ul style="list-style-type: none"> • Worsening of an economical and political situation; • Worsening of an ecological state; • High level of risk in the tourist sphere; • Absence of well formed legislation; • Insufficient support from the state side.

Pic 1. SWOT-analysis of tourist industry in Ternopil region

Strategic purpose: Ternopil region, as a region of clean and attractive environment, tourism and recreation.

Conclusions

For realization of given strategic purpose it is necessary to execute the next operating tasks:

1. Using mass mediums, educational establishments, conducting the special teaching and other like that, constantly conduct elucidative measures on elucidation to the region habitants about the importance of earths guard, water, and natural environment.
2. To define for financing and saving the concrete natural sights and protected places that are on territory of region organize a permanent guard and supervision.
3. Constantly realize the measures on the guard of rivers that flow on the district territory.
4. Stimulate the measures, directed on saving sources of natural waters and sources of rivers.
5. Develop the perspective program of bringing facilities from the nature protecting funds in the concrete nature saving objects.
6. Assist to introduction and using of ecological clean energy sources.
7. Apply in industry innovative technologies and processes, which allow diminishing the harmful troop landing on the surrounding natural environment.
8. Develop the tourist programs of history places visiting of Ternopil region with the purpose of popularization of history inheritance.
9. Initiate the development of rural tourism, assist to development of tourist services in the rural locality, and stimulate conducting on-line tutorials in the field of "green" tourism.
10. Encourage territorial communities to development of modern tourist base.
11. Alteration and modernization of infrastructure that will assist to development of tourist potential and attractiveness of region.
12. Permanent search of new decisions in the sphere of tourism and recreation.
13. Organization of effective communication with tourists for the sake of errors determination in the general strategy of development of tourist potential of the Ternopil region.

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