

UDC 911.3

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REGIONAL FEATURES OF DEVELOPMENT OF TOURISM ON EXAMPLE OF KHARKIV'S REGION

The article is devoted to the actual topic – organization of tourism in the Kharkiv's region and the peculiarities of its development. Tourism in Ukraine legally declared priority direction of national culture and economy. In recent decades there have been significant transformations in the development of tourism in Ukraine, which led to the emergence of a number of issues, including spontaneity, uncontrollability, significant territorial inequality of development, imperfection of the legal framework, rapid reorientation to outbound tourism, decreasing rate of domestic tourism etc.

Tourism has an important role in regional development. Nowadays, most research is aimed at analysis of economic aspects of development, which is usually associated with external (international) tourism. But not enough attention is paid to social and environmental aspects of domestic tourism, which can be an important tool for spiritual revival and national-patriotic education, formation of ecological thinking and future mentality of the Ukrainian society. Kharkiv's region has traditionally been known as a region with a high level of industry, agriculture, education and science. Tourism is not a determining factor in the development of the region, whereas has favorable conditions for that - natural, historical-cultural, economic, social-demographic.

The development of tourism in the Kharkiv's region has certain special aspects: changing ratio of internal and external tourism for the benefit of the external, a small number of foreign tourists, gradually reducing the number of people covered by domestic tourism. Unfortunately, the negative trends in the development of domestic tourism and excursion activity are due to both economic and political problems of last two years.

To determine the main directions of development and existing problems in the field of tourism, improving the competitiveness of the regional tourism market, creation of necessary tourist infrastructure in the March 2013 by the decision of the Kharkiv's regional council was approved the "Concept of tourism development until 2020". The Concept states that the purpose of tourism development in the Kharkiv's region is the intensification of the industry, increasing of its role in economic and social life of the region through the effective use of tourism potential.

Key words: tourism, tourists, tourist flows, tourist activity, domestic tourism, foreign tourism.

Ірина Скриль. РЕГІОНАЛЬНІ ОСОБЛИВОСТІ РОЗВИТКУ ТУРИЗМУ НА ПРИКЛАДІ ХАРКІВСЬКІЙ ОБЛАСТІ

Стаття розглядає особливості розвитку туризму в Харківській області за період 2000 – 2014 рр. Основну увагу приділено аналізу динаміки в'їзного, виїзного та внутрішнього туристичних потоків за цей період у регіоні. Детально охарактеризовані коливання туристичної активності та причини цього явища, а також зміни у структурі туристичних потоків. Виявлені позитивні та негативні тенденції у роботі туристичних підприємств за досліджуваний період. Показано вплив суспільно-політичних процесів на розвиток туристичної галузі.

Ключові слова: туризм, туристи, туристичні потоки, туристична активність, внутрішній туризм, іноземний туризм.

Ирина Скрыль. РЕГИОНАЛЬНЫЕ ОСОБЕННОСТИ РАЗВИТИЯ ТУРИЗМА НА ПРИМЕРЕ ХАРЬКОВСКОЙ ОБЛАСТИ

В статье рассматриваются особенности развития туризма в Харьковской области за период 2000 – 2014 гг. Основное внимание уделяется анализу динамики въездного, выездного и внутреннего туристических потоков за данный период в регионе. Детально охарактеризованы колебания туристической активности и причины этого явления, а также изменения в структуре туристических потоков. Выявлены позитивные и негативные тенденции в работе туристических предприятий за исследуемый период. Показано влияние общественно-политических процессов на развитие сферы туризма.

Ключевые слова: туризм, туристы, туристические потоки, туристическая активность, внутренний туризм, иностранный туризм.

Relevance of the research topic. In recent decades there have been significant transformations in the development of tourism in Ukraine, which led to the emergence of a number of issues, including spontaneity, uncontrollability, significant territorial inequality of development, imperfection of the legal framework, rapid reorientation to outbound tourism, decreasing rate of domestic tourism etc.

Tourism has an important role in regional development. Nowadays, most research is aimed at analysis of economic aspects of development, which is usually associated with external (international) tourism. But not enough attention is paid to social and environmental aspects of domestic tourism, which can be an important tool for spiritual revival and national-patriotic education, formation of ecological thinking and future mentality of the Ukrainian society. Kharkiv's

region has traditionally been known as a region with a high level of industry, agriculture, education and science. Tourism is not a determining factor in the development of the region, whereas has favorable conditions for that - natural, historical-cultural, economic, social-demographic.

The above aspects defined relevance of the geographical study of tourism in Kharkiv's region.

The object of an article is a study of the current trends of tourism development in the Kharkiv's region.

Theoretical and methodological basis of the study was composed of the basic tenets of the theory of social geography, theoretical and applied developments of leading domestic and foreign scientists in the field of geography of tourism and recreation contained in the works of M. Baranowsky, A. Beydyk, Yu. Vedenin, I. Zorin, V. Kiptenko, O. Kolotukha, M. Krachylo,

A. Lyubitseva, K. Mezentsev, Y. Oliynyk, M. Palamarchuk, M. Pistun, V. Preobrazhensky, V. Rudenko, M. Rutynsky, I. Smal, V. Stafiyuchuk, A. Stepanenko, I. Tverdokhlebov, O. Topchiev, O. Shabliy and other scientists.

Presenting of main material. Tourist activity in Kharkiv's region performs by tourist enterprise, spa and wellness facilities, hotels and other places for short stay. On the organization of tourism in the Kharkiv's region as a whole in Ukraine influenced and continue to influence political and economic processes that began in late 2013, and military operations in eastern Ukraine.

In 2014, by the subjects of tourism area was served 71, 4 thousands of tourists, which is 22.1% less than in 2013 and almost 33% less than in 2012 [7]. This is the lowest figure since 2000. Analysis of tourist flows shows the following (Table 1).

Since 2000, the number of tourists served increases, reaching its highest level in 2003 – 141,2 thousand. In the next two years, tourist flows are reduced by 25-30 thousand people, because of the revolutionary events of early 2004 and the subsequent economic and political instability in Ukraine.

Table 1

Tourists flows in Kharkiv's region in 2000–2014 years

Year	Number of tourists served by subjects of tourism activity of Kharkiv's region – total (thousands of persons)	Including			Amount of excursionists (thousands of persons)
		foreign tourists (thousands of persons)	tourists – citizens of Ukraine, which was going abroad (thousands of persons)	internal tourists (thousands of persons)	
2000	73135	6454	5915	60766	20614
2001	93938	8067	9101	76770	20410
2002	111882	10507	16962	84413	30321
2003	141178	8495	21416	111267	50529
2004	116195	11871	24845	79479	64204
2005	112893	8859	47187	56847	57208
2006	110565	8667	42484	59414	46768
2007	135231	8326	54481	72424	39523
2008	137506	8868	64917	63721	45594
2009	116149	11089	56456	48604	35837
2010	138440	12951	75236	50253	29185
2011	74038	550	57852	15636	11171
2012	105663	1701	87814	16148	7617
2013	91648	591	53831	37226	6083
2014	71437	-	68046	3391	4085

Analysis of the data indicates an increase in tourism activity after the recession, which was marked in 2004 - 2005 years. In 2007 and 2008 the situation improved, the number of tourists increased, but the global economic crisis of 2008 led to a drop in tourist flow in 2009 and 2011. Over the past three years, the largest number of tourists was observed in 2012 (105.6 thousand of people), due to the matches of the European Football Championship Euro 2012 in our city.

The dynamics of tourist flows for the period 2000-2014 years indicates that the maximum amount of tourist flows observed in 2003 (141,1 thousand people) and 2010 (138,4 thousand people), minimum – in 2014 (71,4 thousand of people) (Figure 1).

Thus, the main statistical indicators of the tourism industry of the Kharkiv's region in 2014 show a significant decrease in tourism activity. In addition, as shown in Fig. 2, the structure of tourist flows has changed. Thus, if in 2000-2007 years dominated the domestic tourist flows, including excursion tours, then starting from 2008 significantly increased the part of tourists – the region's residents who traveled abroad. For example,

in 2000 the part of domestic tourists was 83.0% of all tourists, and in 2014 their part decreased to 4.7%. The number of tourists who traveled abroad during the same period increased from 8.0% to 95.2%.

For any country development of domestic tourism is economically viable. But in the Kharkiv's region statistics show some negative tendencies in the development of this type of tourism. Number of people covered by domestic tourism grew steadily between 2000 and 2003. Thus, in 2000 the figure was 60,8 thousand of people, in 2003 – 111,3 thousand of people, the increase was 83%. After a significant reduction of tourist flows in late 2004 and during 2005 began to be gradual growth and increase of internal tourist flows in 2007 relative to 2006 within 22%. But the economic crisis in 2008 again bring reduce of the number of people covered by domestic tourism compared to 2007 by 13.7%. In the next four years, the number of domestic tourists continued to decrease and in 2012 amounted to 16,1 thousand of people (compared to 2003 decreased almost for seven times). In 2013, the number of people traveling within the country, rising again to 37,2 thousand of people, which is more

than 2 times compared to the previous year. But in 2014 this figure dramatically reduced for more than 10 times - up to 3,3 thousand of people. This is the lowest figure in 15 years.

The development of foreign tourism is able to provide obtainment of currency assets for tourism product in the budget of region, formation of a positive image of the region in the international arena, but the percentage of foreign tourists visiting Kharkiv's region remains low and tends to decrease. Thus, in 2000 the Kharkiv's region was visited by 6,4 thousand of foreign citizens

(10% of all tourists served). This year the part of foreign tourists was more than the citizens of the region which went abroad (5,9 thousand). The biggest part of foreign tourists visited Kharkiv's region in 2010 - 12,9 thousand of people. In 2011 and 2013 the number of foreign tourists was the lowest for the entire study period - 550 and 591 persons respectively (Figure 3). In 2014, there were no foreign tourists in Kharkiv's region. Such trends in the tourism industry are present according to the socio-political and economic circumstances in our country over the past two years.

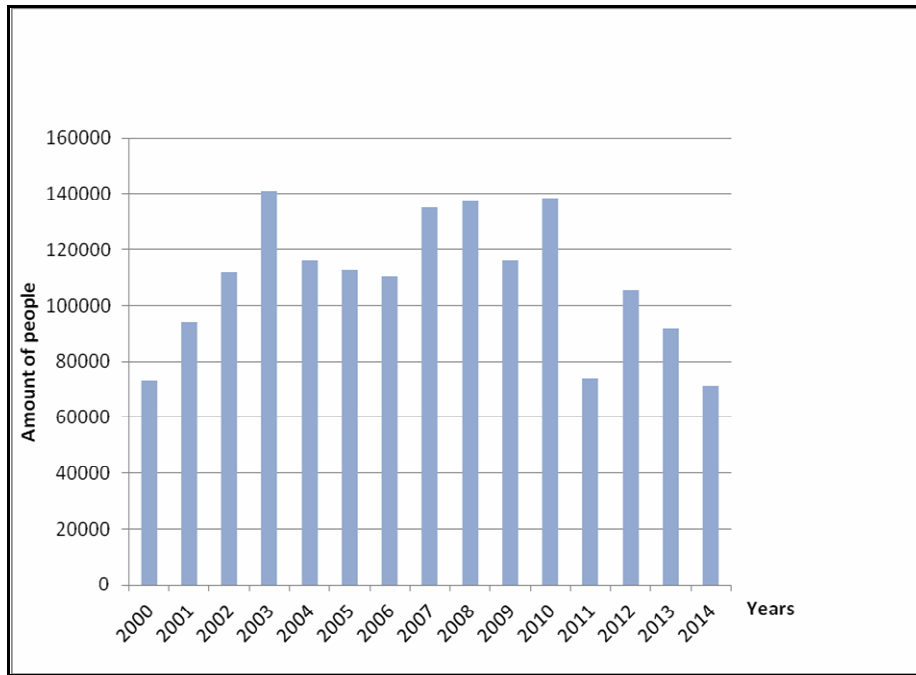


Fig. 1. Amount of tourists served by subjects of tourism activity of Kharkiv region during the period of 2000 – 2014 years (composed by author)

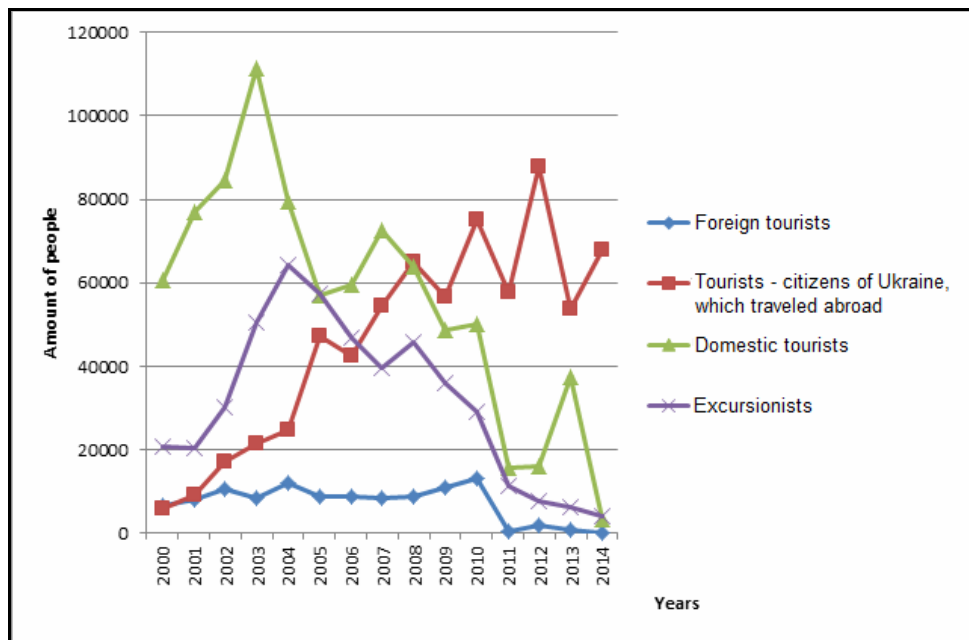


Fig. 2. Dynamics of tourist flows of Kharkiv's region in 2000 – 2014 years

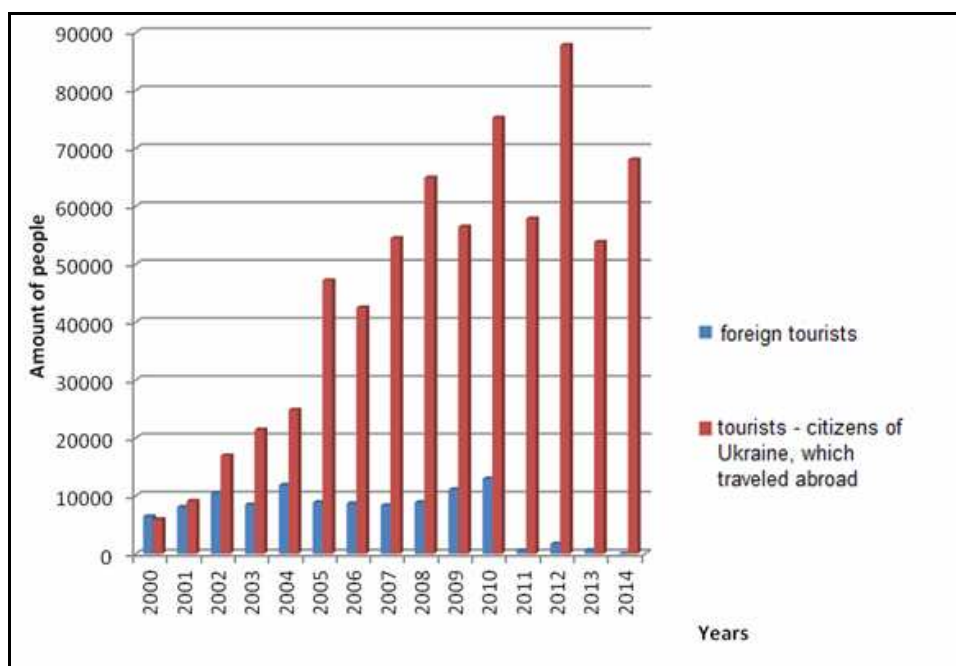


Fig. 3. Dynamics of tourist flow of inbound and outbound tourism in Kharkiv's region (composed by author)

In 2014, many residents of the region, traveling abroad remained high. The following dynamic of outbound tourism in Kharkiv's region can be traced. In 2000, outbound tourism was at the amount of 6,0 thousand of people, in 2010 it has reached 71,2 thousand of people what made an increase in 11,8 times. In 2011, the number of outbound tourists has decreased in comparison with 2010 by 8,3%, due to a new wave of economic crisis, but in 2012 this figure increased to 34,2% from 2011 and amounted to 87,8 thousand of people. It is the largest figure for the entire study period. In 2013, the flow of outbound tourism decreased compared to the previous year by 38,7%, but in 2014 increased again by 21,0% and amounted to 68,0 thousand of people (95,2% of all tourists).

The biggest number of tourists within the region who applied excursion tours and services, during 2000-2014 years was noted in 2004 (64204 people), gradually reducing to 4085 people in 2014. Such situation in the tourism area of Kharkiv's region shows, above all, the negative impact of political and economic instability in the country for the past two years on this field of activity. In addition, shown data indicate certain negative trends in the work of tourism enterprises. Most of them are travel agents focused on outbound tourism. The principle of their work is usually better to take out a one Ukrainian abroad what will be more expensive for him than to attract a greater number of compatriots, but cheaper to domestic routes. In addition, we can conclude the unpopularity of national tourist product, inadequate pricing. That is why so much of the population, including and Kharkiv's region residents prefer abroad traveling, moreover, taken by our citizens funds are going to develop tourism infrastructure in other countries, not their own.

Such fluctuations in tourist flows in the Kharkiv's region, in our opinion, are due to the following:

- decline of socio-economic situation of the country

in general and the region in particular;

- high price for tourist product, what makes it inaccessible for social categories of people;
- insufficient development of tourism infrastructure (hotels, where price meets quality of service, low quality of products in food establishments);
- lack of a comfortable and safe transport service for tourists;
- unsatisfactory state of most roads;
- almost total absence of advertising of tourist routes of Kharkiv's region.

In the volume of realization of paid services to the population of Kharkiv's region figures of tourist-excursion services (services for the trips) the lowest of the total services sector. To determine the main directions of development and existing problems in the field of tourism, improving the competitiveness of the regional tourism market, creation of necessary tourist infrastructure in the March 2013 by the decision of the Kharkiv's regional council was approved the "Concept of tourism development until 2020". The Concept states that the purpose of tourism development in the Kharkiv's region is the intensification of the industry, increasing of its role in economic and social life of the region through the effective use of tourism potential. Achieving this goal will ensure improvement of socio-economic indicators of the region: increase of tax incomes to budget; improvement of social standard of living by increasing proportion of employment in the tourism industry; increase the quality of life by improving the cultural level and patriotic education of the population. In addition, the Concept states that one of the effective tools of development of domestic tourism is to promote social tourism, and the key to selection scenario of social tourism in the region is massive consumer's demands of particular form of recreation. For the Kharkiv's region such a form becomes in weekly recreation, so that major efforts should be focused to weekend tours with the center (the

beginning and end of the route) in Kharkiv's and tours from the district centers of the city [1].

Conclusions. The development of tourism in the Kharkiv's region has certain special aspects. Key statistical indicators of the tourism industry of the Kharkiv's region in 2014 indicate a significant decline in tourism activity. Furthermore, the very structure of tourist flows over the researched period undergone significant changes. Significantly increased the part of tourists - the region's residents who travel abroad. Significantly, reduced the part of domestic tourists. A small number of

foreign tourists who visited Kharkiv's region in 2014 have reduced to zero. These negative trends caused by economic and political problems of the past two years in Ukraine. Kharkiv's region, which borders with Donetsk, does not attract both domestic and foreign tourists. Therefore, the development of this field in the Kharkiv's region, except for the measures referred to in the Concept of tourism development by 2020 needed a peaceful settlement of the conflict in Donbas with further economic development across the state.

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Надійшла до редколегії 14.03.2016 р.