

**MANAGEMENT SYSTEM FORMATION BY RECREATIONAL  
RESOURCES IN THE TOURIST ACTIVITY IN UKRAINE**

**ФОРМУВАННЯ СИСТЕМИ МЕНЕДЖМЕНТУ РЕКРЕАЦІЙНИХ  
РЕСУРСІВ В ТУРИСТИЧНІЙ ДІЯЛЬНОСТІ В УКРАЇНІ**

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*In this article the development of sustainable tourism in the territory of Ukraine is described. Natural-Reserved Fund of the country is the object of the tourist activities. The environmental legislation of Ukraine in the sphere of tourism and the protection of the environment is analyzed in this paper. The examples of international cooperation for the implementation of environmentally oriented programs are considered. Also assesses the economic, environmental and social factors in the development of sustainable forms of tourism. The author suggests the mechanism of sustainable tourism's management formation as a guarantor of national strategies for development of recreation and tourism activities in Ukraine*

The main guarantee for the preservation of unique and typical natural landscapes, reducing the rate of biodiversity loss, as evidenced by the global and national environmental practice is to create and support scientifically sound, efficient control system in the territories and objects of nature-reserve fund, as a basic element of ecologically balanced socio-economic development of any country or region. Draft Regulations on recreational activities in the territories and objects of nature reserve fund (NRF) of Ukraine, which was developed to pave the way for organized tourism, leisure and other recreational activities in natural conditions, the maintenance regime for the protection of natural complexes and objects, to improve the recreational activities of the agencies of natural reserve fund.

This Draft Regulations regulates the following issues:

- The main areas and recreational activities in the territories and objects of the NRF;
- Rules for recreational activities in the territories and objects of the NRF;
- Duties of the subjects of recreational activities in the territories and objects of the NRF;
- A guarantee of safety during recreational activities;
- Insurance Coverage holidaymakers and workers who provide recreational activities;
- Information and promotional activities in the territories and objects of the NRF;

- Financial relations agencies NRF subjects and recreational activities;
- Control over the organization and conduct recreational activities in the territories and objects of the NRF;
- Features of mutual institutions NRF with foreign holidaymakers, and the subjects of recreational activities.

It should be noted that the contribution to the development of recreational and tourism activities in areas of natural reserve fund makes and the Ministry of Culture and Tourism of Ukraine. So, in 2008, this Ministry has been developed a draft concept of the State Target Program of Tourism and Resorts for 2011 - 2015, where one of the events on the way to solve the problem of sustainable development of domestic tourism and resorts is an inventory of areas and objects of natural reserve fund for use in the field of tourism. Thus, the development of natural reserve fund in Ukraine is recognized as one of the main priorities of state environmental policy. This is consistent with global trends backup for subsequent reservation of natural areas (conservation) and conservation of existing natural protected sites is an alternative to simplify and depletion of natural diversity. In Ukraine, according to various estimates, the area of land suitable for recreational use, from 8 million hectares to nearly 20 million hectares or 13% to almost a third of the country. Nature Reserved Fund of Ukraine are presented in the table 1.

Table 1.

**Nature Reserved Fund of Ukraine**

Category	Objects			
	National Value		Local Value	
	Quantity, units	Area, thousand in hectares	Quantity, units	Area, thousand in hectares
Nature Reserves	17	168,1	-	-
Biosphere Reserves	4	246,4	-	-
National Nature Parks	23	822,8	-	-
Regional Landscapes Parks	-	-	52	628,3
Reserved Natural Boundaries	-	-	800	7,0
Botanic Gardens	17	1,8	9	0,1
Zoological Parks	7	0,1	5	0,3
Dendrology Parks	19	1,4	33	0,3

According to the Institute of Industrial Economics National Academy of Sciences, the use of this natural and recreational landscape each year could bring national nature parks of Ukraine net income amounting to at least 300 to 800 million dollars. USA. In the tourism activities are widely used natural landscapes, landscapes that are closely linked with the history and culture of the country. This, in particular, the nature-reserve fund, which totals in the Ukraine, about 5 thousand different kinds of objects of national and regional nature reserves, which are of particular importance for the preservation or renewal of

natural systems or their components and maintain the ecological balance of unique natural objects, which have a scientific, cultural and aesthetic significance. Recreational activity is an integral part of modern life style and has a clearly defined recreational resource orientation. Recreational areas in the region can be achieved under the condition of balanced development, if it reached the optimal ratio between the recreational needs (RN) and recreational potential of the territory (RTP) - an ideal option of the three existing ones, where  $RN = RTP$ . Balanced development of recreational activities in the region can be achieved when the recreational needs will be fully satisfied with recreational potential territory, and he in turn will respond to demand for recreational activities. Therefore, it should be created the program for the development of sustainable tourism in Ukraine and carried out the necessary calculations of crossing the potential of natural tourist resources. Law of Ukraine "About The Nature Environmental Protection" for the organization of mass recreation and tourism provide for recreational areas, which together with the territories and objects of nature reserve, resort, health and beauty zones provide a uniform system of territorial and are subject to special protection. The problem of attracting nature reserve in the process of sustainable tourism development must be addressed with one hand on the market basis, but on the other hand international experience also should be taken into account. Market relations will require the development of techniques of economic evaluation of natural and recreational resources and use them to establish reasonable fees for wildlife management.

In Ukraine reserves are located in rural territories. Reserved territories attract more and more tourists, as internal and foreign. But the hospitality structure is far from those standards that are accepted at the international level. Rural territories of Ukraine have difficult economic situation for today, but possess the high potential for the tourist activity's development, namely sustainable tourism. Forms of rural tourism's organization are presented in the table 2.

Table 2.

#### Forms of Rural Tourism's Organization

<b>Agro tourism</b>	Agrotourism encourages visitors to experience agricultural life at first hand. It is gathering strong support from small communities as rural people have realised the benefits of sustainable development brought about by similar forms of nature travel.
<b>Ethnographic tourism</b>	It is an activity which allows visitors to familiarize with the historical and cultural heritage, lifestyle, rural crafts and also to attend traditional celebrations.
<b>Farm tourism</b>	It is the tourism activities, which is predominantly excursion and provides tourists with farm animals (e.g., ostrich farms). This kind of tourism does not necessarily have to provide accommodation on the basis of private housing.
<b>Ecotourism</b>	It is the tourism activities for visiting natural areas, which are presented as a rule, national and natural parks, reserves and

	other types of nature reserves.
<b>Green tourism</b>	It is the form of the outdoor recreation's organization in clean areas with or without accommodation in the private housing stock.

Hence, in protected areas of Ukraine, with appropriate infrastructure, services and advertising can be the main attractive points of this form of recreation and tourism activities in natural protected areas as ecotourism.

The goal of this management system is the sustainable development of the Nature Reserve Fund in Ukraine.

It is possible to develop all forms of rural tourism in Ukrainian countryside. People who leaves in a rural areas agrees to host tourists and to organise their leisure, but they do not have enough knowledge of that how to do it best. And also they need considerable financial investments for providing of such activity.

Certainly, such economic mechanism should be regulated by corresponding is standard-legislative documents. Therefore the very important aspect is working out new and addition of already existing standard-legal documents of regulation of tourist activity and in sphere of nature protection activity. These activities will help to improve the system of the rural territories management and the reserved territories management.

The management system of recreational tourism activities should be based on the targets which are presented in the table 3.

Table 3

**The Management System of Recreational Tourism Activity in Ukrainian Nature Reserves**

<b>Priority Actions</b>	<b>Conditions of Realization</b>	<b>Expected Results</b>
Optimizing the use of the NRF territories and of the object; Development of special types of tourism; Involvement of local communities; Promotion of recreational tourism opportunities; Develop and implement regulations; Improving the quality and range of services.	Introduction to scientific study, modern methods of natural resource management, which are based on the ecosystem's approach;  Develop and implement legal mechanisms for investment and economic development institutions of the NRF.	Increased area of the NRF; Optimization of the control in the NRF; Research activity in the NRF; Improved financial support of the NRF; Creating the system of environmental education and training; Intensification of Ukraine's participation in international cooperation; High quality recreational facilities and infrastructure

In given article the approach of formation tourist clusters in rural territories is offered.

A business cluster is a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field. Tourist cluster implies the cooperation of all enterprises and private entrepreneurs in the tourist sphere. Reserved territories and their scientific institutes have to be the kernel of the cluster. Scientific institutes at reserves work out environmental tours and offer the given tours to tour operators for a determined price which considers the size of a put damage to reserved territories as a result of visiting. The offer of that kind of tourist product will be limited taking into account the greatest possible loading on the given territories. Tour operators will get the rights for selling of environmental tours at the auction.

The owners of village houses will provide hosting of tourists, offer ecologically pure food and also they will carry out cultural actions. As the tourist enterprises will be interested in attraction of tourists they will promote the improvement of the hospitality's system. For example, the tour operator as the legal body can act as the guarantor for owners of rural houses at reception of the credit for an accomplishment of the rural houses and the house territories.

Development of sustainable forms of tourism such as ecological, rural, green tourism will not only attract potential tourists and get with the economic benefits, but also to minimize the burden on the recreational resources and to develop ecologically-oriented society.

### Література

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### Анотація

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***Формування системи менеджменту рекреаційних ресурсів в туристичній діяльності в Україні***

У данній статті проведено аналіз принципів та концептуальних положень екологічного туризму. Розглянуто форми організації туристичної діяльності на природних територіях та запропоновано впровадження системи менеджменту рекреаційних ресурсів в туристичній діяльності.

Екологічний туризм порівняно нове поняття в туристській діяльності. Основна причина виникнення екотуризму знаходиться у

невідрегульованості відносин у системі «суспільство - природа», або в туристській інтерпретації - «туризм - природне середовище».

Починаючи з 90-х років екологічний туризм поступово зайняв значне місце в туристичній діяльності, як на міжнародному, так і на відчизняному рівні. Території природно-заповідного фонду (ПЗФ) все більше приваблюють туристів. З'являється все більше туристичних опреторів, що розробляють екологічні маршрути, та туристичних агенцій, що реалізують такий турпродукт. Ця діяльність відкриває нові економічні можливості в природокористуванні.

До установ природно-заповідного фонду України, які організовують і здійснюють екотуристську діяльність, відносяться національні природні парки, біосферні заповідники, регіональні ландшафтні парки, ботанічні сади, зоопарки, дендропарки. На сьогоднішній день, об'єкти ПЗФ отримали право на організацію туристично рекреаційної діяльності. Така діяльність має регулюватись положенням про рекреаційну діяльність у межах територій та об'єктів природно-заповідного фонду України, проект якого розроблено з метою створення умов для організованого туризму, відпочинку та інших видів рекреаційної діяльності в природних умовах з додержанням режиму охорони природних комплексів та об'єктів, удосконалення рекреаційної діяльності установ природно-заповідного фонду.

Управлінський (менеджментський) підхід є одним з найважливіших і найперспективніших в системі організації екотуристської діяльності. Цей підхід сфокусовано на таких життєво важливих для функціонування туристської фірми видах управлінської діяльності, як планування, контроль, ціноутворення, реклама тощо. Важливість і перспективність цього підходу обумовлено також і тим, що він орієнтується на сталий суспільно-економічний розвиток країни та регулювання змін, що відбуваються в суспільному та природному середовищі.