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Tourist and Recreational Opportunities of Vinnytsia Region in the Context of Ukrainian Modern Tourism Development

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Abstract:

Today tourism is considered one of the promising areas of socio-economic development of the country, regions and cities. After all, the tourism industry generates 11% of the world's gross domestic product, and the tourism industry - 4.2%. Analysis of the situation in Ukraine shows that the tourism industry is gradually developing, although not characterized by stable growth. So, if in 1997 our country was visited by 337 000 foreign tourists, in 2003 - 591 000, and in 2004 - 436 000 foreign tourists. A similar fluctuation over the years in the number of tourists is typical for domestic tourism. At the same time, in our country there are all the prerequisites for the development of tourism: historical, geographical, natural, economic, socio-demographic. Accordingly, the causes of instability are a number of problems that slow down the development of tourism in Ukraine and hinder the development of the tourism industry.

The modern development of Ukraine and its regions is ensured through the creation of effective management of industries at all levels of government with the delineation of local powers in this area. The development of the tourism sector, outlining priorities and ways to address this issue also opens up great opportunities for the country. The transformation of Ukraine into a world-renowned tourist state requires coordination and control over the activities of sectors of the economy on which the quality of tourist services, transport services, trade, creation of souvenirs, publishing, and advertising propaganda depends.

Keywords: tourism, tourist, service, region, culture, architecture.

JEL Classification: R13; R11; R58; Z32.

Introduction

Tourism is a promising sector of the country, one of the attractive and priority areas that require constant development, finding new ways and vectors of improvement. The tourism industry is part of the state's recreational activities, which are carried out outside the permanent residence of the population, with the aim of physical and spiritual recovery, enrichment of individual characteristics, intellectual development and professional growth. Social efficiency of tourist activity lies in the direct medical-biological, socio-cultural and educational value for man. The formation of the strategic potential of the recreational system of the region is a very complex and necessary task, first manifested in the fact that the current state of development of the recreational sphere and the tasks underlying state and regional development programs require the use of competitive advantages of each recreation system. Given the importance of tourism in the development of national economic systems, the problem of developing and implementing regional programs for the development of tourist services in the field becomes especially relevant. Second, at the state level, tourism can be a tool to overcome the uneven economic development of individual territories. The tourism industry contributes to the economic growth of underdeveloped regions, which are unfavorable for industry and agriculture, as well as helps the settlement of the population, reduces migration processes and even promotes the return of the population from urban to rural areas. An important feature of a socially oriented state is not only to consider, but also to promote the interests of all social

groups and strata of the population, strengthening on this basis the harmony and unity of the people. Protecting the principles of social justice, the Constitution guarantees equal conditions for the development of each individual, the possibility of realizing their abilities for their own and public benefit. The socially oriented state seeks to establish cooperation between different parts of society and imposes numerous socio-economic responsibilities not only on itself but also on entrepreneurs and local governments (O. Samborska 2020).

Literature Review

Comprehensive theoretical and practical research issues of tourism development are devoted to the works of such domestic scientists as: I. V. Levitska, N.V. Korzh, A.G. Kizyun, N.V. Onishchuk 2013. In most works are considered: the main issues that inhibit industry development; factors that have a key impact on tourism development. In particular, Pronko L., Kolesnik T., Samborska O. 2021, considers the need for regulation, support and control by the state of the tourism sector, identifies the basic principles of building a state policy for tourism development in Ukraine. A socially oriented state that seeks to enrich and develop its potential should take care of and promote the development of tourism on the ground, even in local communities, Kolesnik T., Samborska O. 2020.

Case Studies

According to the document according to which the organization of tourist activity is carried out, there is the Law of Ukraine "About tourism" from 15.09.95 №324 / 95-VR (324/95-VR), with changes and additions, according to article 1, tourist activity is granting various tourist services in accordance with the requirements of this legislation and other legislative acts of Ukraine. Services that can be provided to tourists include services for their accommodation, food, transportation, information and advertising services, as well as services of cultural, sports, life, entertainment, aimed at meeting the needs of this category of citizens. These services are provided to tourists by tourism entities, namely: enterprises, institutions, organizations regardless of ownership, individuals who are registered in the manner prescribed by current legislation of Ukraine and have a license to carry out activities related to the provision of tourist services. The tourism industry includes hotels, motels, campsites, tourist bases and complexes, boarding houses, catering and transport enterprises, cultural and sports institutions, as well as other institutions that provide reception, accommodation, tourist services.

Depending on the availability and combination of types of tourist and recreational resources and factors of tourist attractiveness, as well as the level of tourism organization, within the region can be divided into different territorial units. They will differ in the instruments of regional policy towards them, in the level and methods of positioning, in the intensity of tourist. and recreational activities. It is possible to allocate such territorial units as the tourist area, a tourist zone and the tourist center (Balabanov 2009).

Tourist area. As a rule, they understand a separate territorial unit based on the common natural, cultural and historical-architectural resources, united by a common tourist infrastructure and perceived as a whole object. Territorial formations of Vinnytsia region within administrative districts and their groups can be considered as tourist districts. In addition, this territorial category can be considered depending on the system of criteria that characterize it and the scale of implemented tourism and related projects (for example, how a tourist area can be the territory of Vinnytsia region as a whole).

Tourist area. The territory where recreational activity is one of the spheres and which includes networks of tourist enterprises and the enterprises providing their functioning (tourism infrastructure) is considered as a tourist zone.

As an example of tourist areas of Vinnytsia region can be the following areas (Levitska, Korzh, Kizyun, Onishchuk 2013):

1. Central (Srednebugzka),
2. Northern (Upper Bug),
3. Southern (Transnistrian),
4. Western (Middle Raf),
5. Northeast,
6. Southeast.

Central area. The districts of the region are located in this zone: Vinnytsia, Tulchyn, Tyriv, Nemyriv, Trostyanets, Haisyn, the area of such a recreational complex is 6260 km.2 and reaches 89.6% of the share of tourists. The main cultural monuments and sights belonging to this area are the following: architectural, archeological and historical monuments (33.4% of the total number of monuments of the region). There are still one hundred and twenty-four (124) objects of the nature reserve fund (including 12 of national importance).

Nikolaev Church (1746), the church of 1610-1617, the church of Evangelical Baptists "Bethany", the museum-mansion of M.I. Pirogov, the literary memorial museum of M.M. Kotsyubynsky, the estate of the Grokholskys in the area of Pyatnychany, buildings fortification complex "Walls" - an architectural monument of the early XVIII century, the tomb of P.K. Zaporozhets, monuments to M. Kotsyubynsky, T. Shevchenko, M. Pirogov, O. Gorky in Vinnytsia; Hitler's rate "Werewolf" Strizhavka of Vinnytsia district; Museum of Aviation History, St. Michael's Church (1752) in the village Voronovytsia of Vinnytsia district; palace of S.F. Potocki, Museum of Local Lore, Dominican Church in 1780, Church of the Assumption in 1789, monuments to O.V. Suvorov, A.S. Pushkin and M.D. Leontovich in Tulchin; O.V. Suvorov Museum in the village of Tymanivka, Tulchyn district; Potocki-Scherbatov Palace, literary museum, monuments to M. Vovchok and M. Nekrasov, Scythian settlement of VII-VI centuries B.C. in the city of Nemyriv; monument to D. Nechay in the village of Bratslav of Nemyriv district; a monument at the site of the battle of B. Khmelnytsky's troops in the village of Chetvertynivka, Trostyanets district; the museum of pottery art of the Gerasimenko brothers in the village of Novoselivka, Haisyn district; palace complex in the village of Verkhivka, Trostyanets district; Museum of Folklorist G. Dance in Gaisin.

Northern zone. The Khmilnytskyi, Kalynivskyi and Litynskyi districts are located on the territory of the tourist zone, covering 3350 km.² of the territory of Vinnytsia region and accounting for 2.8% of the total number of visitors. Important locations of tourist routes are radon mineral waters in the city of Khmilnyk, 23 objects of nature reserve fund including 6 - of national importance, about 373 historical and cultural monuments: the church of the Beheading of John the Baptist (1603), the palace of the architect Xido I. Fomin in the city of Khmilnyk; Museum of the Ukrainian writer M.P. Stelmakh in the village of Dyakivka, Lityn district, the poet-classicist S.V. Rudansky in the village of Khomutyntsi, Kalinov district, the Hero of the Soviet Union and the national hero of France V.V. Poryk in the village of Poryk of Khmilnytskyi district, local lore museum in the village of Lityn; Church of the Ascension (1777) in the village of Ulans of Khmilnytskyi district.

Southeastern zone. It is a set of separate districts of the region - Teplytsky, Bershadsky, Chechelnytsky Pishchansky, Kryzhopilsky, occupy an area of 5200 km.² and include cultural monuments: local lore museum in the city of Bershady; the palace of the beginning of the XIX century in the village of Chomomyn of Pishchansky district, the memorial museum and grave of academician D.K. Zabolotny in the village of Zabolotne of Kryzhopilsky district, Bondurovskoe settlement of the IV century Chechelnytsky district

Southern zone. The territory of the tourist visit zone is 3190 km.², as well as 7.3% of all tourist visitors. The most important places that visitors liked were the Church of St. Nicholas (1754), St. George's Church (1805-1819), the Museum of Local Lore, the monument to John Lennon in the city of Mogilev-Podolsky; 11th century rock monastery in the village of Lyadova, Mohyliv-Podilskyi district; caves of Nahoryany and Bronnytsia villages of Mohyliv-Podilskyi district; the remains of a Turkish fortress in the village of Ozarintsi, Mohyliv-Podilskyi district; Hryhorivske settlement of Scythian times of Mohyliv-Podilskyi district; palace of the XVIII beginning of the XIX centuries in Murovany Kurylivtsi; Bush Historical and Cultural Reserve and Haydamatsky Yar Geological Monument in the village of Bush of Yampil district; estate in the village of Kotyuzhany, Murovano-Kurylovetsky district; monument to I. Gonti in Chernivtsi; the museum of art in the city of Yampil; Klembivka village, Yampil district - the center of folk embroidery; church, painted by artist VA Tropinin in the village. Kukavka, Mohyliv-Podilskyi district; the palace of the beginning of the XIX century, the church of 1770 in the village of Komarhorod, Tomashpil district, the Church of the Assumption in 1767, in the village of Markivka, Tomashpil district, the settlement is an archeological monument of Trypillia culture, the village of Stina, Tomashpil district.

Western zone. The territory of the tourist zone is 3400 km.² and includes the districts: Barsky, Zhmerynsky, Shargorodsky. The recreation area is mainly used for recreation and educational purposes, and is in demand among visitors the following architectural monuments: the Assumption Cathedral of the XVIII century, the Church of St. Anne in 1811 in Bar, the remains of the Bar Fortress; Church of St. Florian (XVIII century); Jewish shtetl (town) - a relic of early medieval construction, the Nikolaev monastery in the city of Shargorod; Trinity Monastery (1767-1778), P.I. Tchaikovsky Museum in Brailov, Zhmerynsky District; a monument to Ustym Karmalyuk in the village of Karmalyukove, Zhmerynsky district; Intercession Church of 1700-1702, St. Nicholas Church of 1752 in the village of Lozova, Shargorod district; palace of the XIX century in the village of Chernyatyn, Zhmerynsky district.

Northeast zone. It covers the following districts Kozyatyn, Pohrebyshche Orativ, Lypovets, Illinets and covers an area of 5070 km.². The most attractive cultural monuments are: St. Michael's Church in 1764 in the village of Dashiv, Illinetsky district, Paraskeva church of the early XIX century in the village of Nova Pryluka, Lypovets district, settlement of Trypillia culture near the villages of Verbivka and Kryshoptivka, Illinetsky district, palaces of the beginning of the 16th-19th centuries. Lypovets district, in the village of Stara Pryluka, Lypovets district, railway station in Kozyatyn, church-mausoleum of 1910 and manor of the middle of the XIX century in the

village of Krupoderyntsi, Pohrebyshche district, monument at the place of execution of Ukrainian Cossack leaders V. Kochubey and I. Iskra in Borshchahivka Pogre village district, local lore museum in the village Orativ.

Southeastern zone. The territory of the medical and health zone is 5200 km.², reaches the districts of Teplytsky, Bershada, Chechelnytsky, Pishchansky, Kryzhopilsky. Most tourists visit the museum of local lore in the city of Bershada; the palace of the beginning of the XIX century in the village of Chornomyn of Pishchansky district, the memorial museum and grave of academician D.K. Zabolotny in the village of Zabolotne of Kryzhopilsky district, Bondurov settlement of the IV century Chechelnytsky district, the museum of M.D. Leontovych in the village of Markivka of Teplytsky district.

The tourist center is considered as a set of tourist objects located in one territory, united by the general infrastructure and intended for service of tourists. The main features of the tourist center are the location and concentration of tourist attractions and the high intensity of tourist and recreational activities. In Vinnytsia region, tourist centers are the cities of Shargorod, Khmilnyk, Bar, Mohyliv-Podilskyi, Nemyriv, Bershada, Yampol.

Based on this typology of territories in terms of the intensity of tourist and recreational activities and the density of tourist attractions and tourism infrastructure in the Vinnytsia region, the greatest interest is in the territories of such tourist zones. Central (Serednyobuzka): Vinnytsia, Nemyriv, Tulchyn, Ladyzhyn, Stepashky village, Haisyn district. Northern (Verkhnyobuzka): Khmilnyk. Southern (Transnistrian): Yampil, Mohyliv-Podilskyi. Western (Middle Raf): Bar, Shargorod. South-East: Kryzhopil, Bershada, s. Zabolotne, Kryzhopil district. This is the second largest tourist area in the region. Northeast. Is in the process of formation, has high transport accessibility (Levitska, Korzh, Kizyun, Onishchuk 2013).

With the effective use of tourist and recreational resources, Vinnytsia region could become one of the leading tourist regions of Ukraine. For the further development of the tourism industry of the region it is important to analyze the current situation, identify prospects and develop proposals to strengthen positions in the market of this type of service. The formation of domestic and inbound tourism has the potential to become an important factor in the socio-economic development of the region.

Tourism contributes to the growth of employment, diversification of the economy, as the tourism industry is associated with the work of many industries, which not only attracts investment but also increases the innovation of the national economy. With the development of recreational and tourist potential in Vinnytsia region, it is possible to ensure large-scale and rational use of natural resources for tourism, and rational organization will increase the socio-economic effect, which is determined by financial income, additional jobs, health improvement, strengthening the position of individual districts and territories (Dixon 1985). Thus, capital can be human abilities and factors, and knowledge, and material resources used to obtain added value. And the process of converting available resources into value, which brings additional value and is capitalization (Pronko, Kolesnik, Samborska 2021).

This approach allows to distinguish between real and fictitious, direct and reverse capitalization, capitalization of various industries (industry, agriculture, banking, financial market, etc.) and areas.

Vinnytsia region has opportunities for the development of domestic and foreign tourism, namely: features of geographical location and relief, favorable climate, richness of natural, historical, cultural and tourist-recreational potentials. There are 4307 monuments of cultural heritage in the region: 1739 - archeology, 1893 - history, 526 - urban planning and architecture, 101 - monumental art, 47 - garden and park art.

It has a rich potential for the development of tourism, given the historical location of the region as part of Lithuania, Poland, and since the end of the XVIII century. - Russia. The vast majority of the region has an Orthodox culture, which at different times was influenced by Polish and Jewish. In the region on the state register is a large number of monuments of cultural heritage, which reflect its centuries-old history and culture: archeology (Illinetsky crater), history (Historical and memorial complex in memory of the victims of fascism (Hitler's pond "Werewolf") in 2016 visited 25.8 thousand tourists, including about 1000 foreign visitors), monuments of urban planning and architecture of different eras and styles, monumental art, garden and park art, as well as palaces, castles, museums, mansions, administrative, farm buildings, where collected collections of works of art, places associated with the life and work of prominent figures of history, science and culture. The most famous building in the world - a museum-mansion of the famous surgeon M.I. Pirogov and the church-mausoleum, where the embalmed body rests (In 2016, almost 158 thousand tourists visited, including 1448 - foreign tourists from 65 countries). Interesting sightseeing sites are the remains of rock temples - a cave temple VI-VII hundred summer with unique relief compositions and inscriptions in the crack of the rock above the river Bushka. The Tower, which was part of the fortification complex of the 17th century, and the Church of the Intercession with cells were built in 1787. The grandiose park complex of the 18th century, which once belonged to the famous Polish magnate S. Potocki, made the city of Tulchyn famous all over the world. The buildings of the XVIII-XIX centuries have been

preserved in the city, including the house of the Decembrists, the house of P. Pestel, the house of the officers' meeting.

Sanatoriums of Khmilnyk and Nemyriv are in great demand among tourists, because the region is rich in mineral and fresh groundwater, radon waters of Khmilnyk have no equal among the known mineral waters of Europe. The balneological resort includes 8 sanatoriums, which allows to rehabilitate up to 50 thousand people annually, not only from Ukraine. Thanks to modern equipment, the latest techniques, high medical professionalism, the effectiveness of treatment in the resort of Khmilnyk is about 97%.

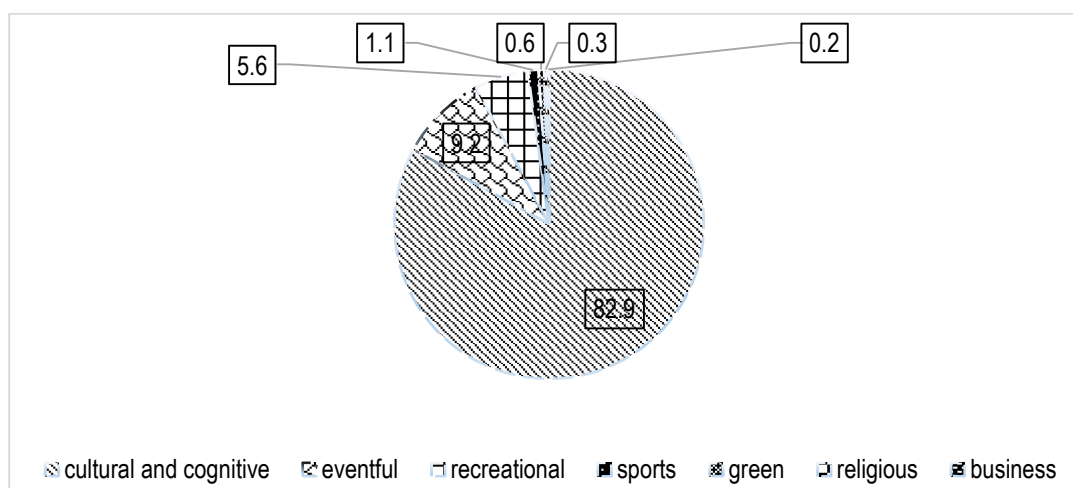
Table 1. Number of tourists served by tour operators and travel agencies, by type of tourism (persons)

Years	Number of tourists served by tour operators and travel agencies, total	Inbound (foreign) tourists	Domestic tourists
2000	66464	1828	61811
2001	36413	1506	32345
2002	37104	1439	33786
2003	32673	1354	28823
2004	27466	2088	23281
2005	29819	2527	22401
2006	39346	2544	28386
2007	47844	2844	33584
2008	49146	2392	32959
2009	37272	1889	23423
2010	38530	2193	22377
2011	26383	17	12783
2012	25878	52	7762
2013	29606	15	8283
2014	20744	-	6191
2015	22748	42	9126
2016	27485	-	9935
2017	38634	-	7989
2018	42178	2	8360
2019	51790	4	15136
2020	36789	-	10345

Source: Main Department of Statistics in Vinnytsia Region

It should be noted that there are 99 collective accommodation facilities in the region, there is a trend of stable growth of the nature reserve fund, in early 2016 a hydrological reserve of local significance "Ilkivsky pond" was created (on the territory of Ilkiv village council of Vinnytsia district) with a total area of 20.9 hectares. An extremely interesting place on Vinnytsia land is Illinetsky crater (from the Greek "star wound") - one of the oldest shock-explosive craters in the world, which is 400 million years old. The main division of types of tourism which is presented in Vinnytsia region in figure 1.

Figure 1. The structure of types of tourism in the Vinnytsia region



An urgent issue for Vinnytsia is the development of rural green tourism. This area of activity contributes to the development of small and medium-sized businesses, reducing unemployment in rural areas, strengthening international ties, attracting domestic and foreign tourists to learn about the rich natural and historical and cultural heritage of the region, preserving the ecological balance.

The transition to a green economy can be seen as a path to sustainable development, which involves strengthening its three interrelated and complementary factors: environmental protection, social development and economic. At the same time, the green economy and sustainable production and consumption are two sides of the same coin. They have the same goals of promoting sustainable development, covering macro-, micro-economic aspects of public policy, regulation of economic activity and social behavior. Sustainable consumption and production are mainly aimed at improving the efficiency of resource use in the process of their production and consumption (Samborska and Kolesnik 2020).

Today, in the field of rural green tourism services provide about 30 rural estates, which offer comfortable living, family vacations, traditional cuisine, organic food, interesting leisure, sleep in a beehive, visit the apiary and more. Of these, 2 estates have the third (highest) category of the categorization system of the rural base "Ukrainian Hospitable Estate" and 7 estates have a basic category. At the same time, it should be noted the tendency to improve the quality of green tourism services provided. The most active in the development of rural green tourism are Barsky, Vinnytsia, Haisynsky, Nemyrivsky, Mohyliv-Podilskyi, Murovano-Kurylovettskyi and Yampil'skyi districts. The Vinnytsia Regional Branch of the Union for the Promotion of Rural Green Tourism in Ukraine successfully operates in the region. The main activities of which are: conducting seminars and trainings on rural green tourism and rural development for village heads, peasants and tourism specialists, regular consultations for members of the organization on the implementation of rural green tourism services, organization of joint advertising of hosts, organization and conducting village festivals, writing social projects for the development of rural areas to Ukrainian and international funds.

In 2016, in the village of Markivka, Teplyk district, the museum of M.D. Leontovych, a branch of the Vinnytsia Regional Museum of Local Lore, was opened. The main purpose of the new exhibition is to glorify the name of our compatriot Mykola Dmytrovych Leontovych - an outstanding Ukrainian composer, choral conductor, folklorist, teacher and public figure who wrote a bright page in the history of Ukrainian music. His musical arrangement of "Shchedryk" is known all over the world as a Christmas carol. Work is underway to attract grant funds and international technical assistance in the field of tourism in the region. Vinnytsia District Council won a grant from the European Union to implement the project: "Tourism as a guarantee of dynamic socio-economic development of the rural community", the amount is 289.8 thousand euros. Thanks to the implementation of this project, the exterior of the Grokholsky-Mozhaysky Palace, which is a monument of national importance of the XVIII century, was restored. In addition, an information center for tourism development was established, the Zhabeliv Museum of Rural History was repaired, and training and information events were held.

Event tourism or as it is also called ("event" tourism), dedicated to the coverage of any event, is a priority and is developing rapidly in the region. An example is the knights' tournament dedicated to the memory of the Hero of the Heavenly Hundred M. Shimko, which is a medieval festival, and the main idea of such an event is a historical reconstruction. In addition, the festival - "Operafest-Tulchin", which gathers open-air opera fans not only from Ukraine but also from abroad, has become traditional for our region. In 5 days, the festival was visited by more than 68 thousand spectators, including 17 thousand children who became spectators of the first children's opera open air festival in Europe Kids Operafest.

In turn, the international ethno festival of customs "Living Fire", which has been held for 11 years in a row in different parts of the region, is a real celebration of Kupala customs and traditions, Ukrainian ancient and modern culture. The Mlinomania folklore festival and the Shchedryk international festival are also interesting in terms of their programs and performances. Drag racing show at the airport in Kalinovka annually gathers participants and spectators from all over Ukraine, and in recent years this event is increasingly attended by foreign tourists. Gastronomic festival of traditional Podolsk dishes "Miracle from a cup" (a holiday of Tymaniv porridge), held in the village of Tymanivka gathers around him fans of Podolsk dishes made according to unique ancient recipes. In addition to the above events, tourists are also attracted by: International Jazz Festival VINNYTSIA JAZZFEST, ethno festival of family songs "Mother's Furnace", national-patriotic festival of Cossack traditional culture "Battle of Batoz" and many others that already have the status of traditional. Every year, in mid-May, Vinnytsia celebrates Europe Day, which is attended by a large number of foreign guests from international organizations, as well as tourists from all over Ukraine.

Of particular importance for the development of domestic tourism in the region is religious tourism, as it is of great interest not only to believers but also to other segments of the population and performs a number of

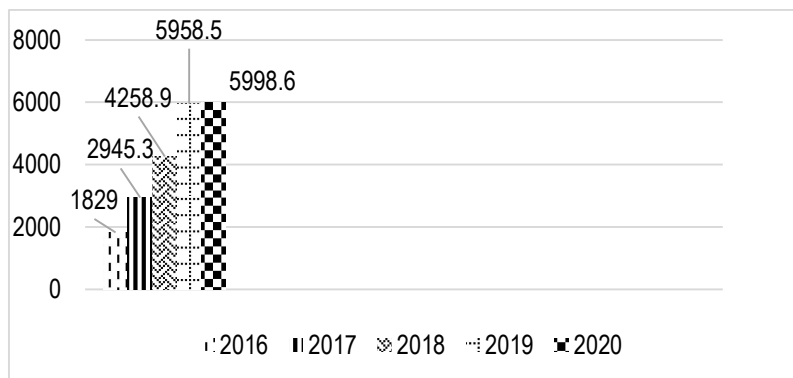
important functions, including cognitive, aesthetic and educational. The most important objects in the development of tourist and excursion routes in the region are numerous monasteries, temples, where miraculous icons are kept. The value of these objects is determined not only by their location, but also by their artistic level. This applies to architecture, paintings and sculptures on biblical themes. The long coexistence of different denominations left in Vinnytsia three main types of sacred buildings - Orthodox, Catholic and Jewish. Thus, in the region we have Jesuit and Dominican (later transformed into an Orthodox cathedral), as well as the Transfiguration and Annunciation monasteries, St. Nicholas Church, one of the oldest churches in the region - the Church of the Intercession in the village of Lozova and the Capuchin Church. The Trinity Monastery in the village of Brailiv also changed its confessional affiliation. Built as a Trinitarian monastery, it passed into the hands of the Orthodox community in the early 19th century. A unique rock monastery located in the grottoes above the Dniester River, the famous village of Lyadovo. In the village of Golynchyntsi, Shargorod district, there is a unique Valley of Crosses (Jehoshaphat Valley), which annually receives a huge number of pilgrims from around the world.

The city of Shargorod, as well as the city of Bar and Mohyliv-Podilskyi have a large number of sacred buildings belonging to different denominations. Religious tourism has become an important part of the modern regional tourism industry, and the number of tourists making pilgrimages to spiritual shrines is increasing every year.

Also, within the framework of the EU grant program "Support to the Regional Development Policy of Ukraine" in the region the project "Development of bicycle tourism of Lipovets district" was implemented. The amount of the grant is 235.5 thousand euros, due to which the city park was reconstructed into a bicycle park and bicycle parking lots were installed in the city.

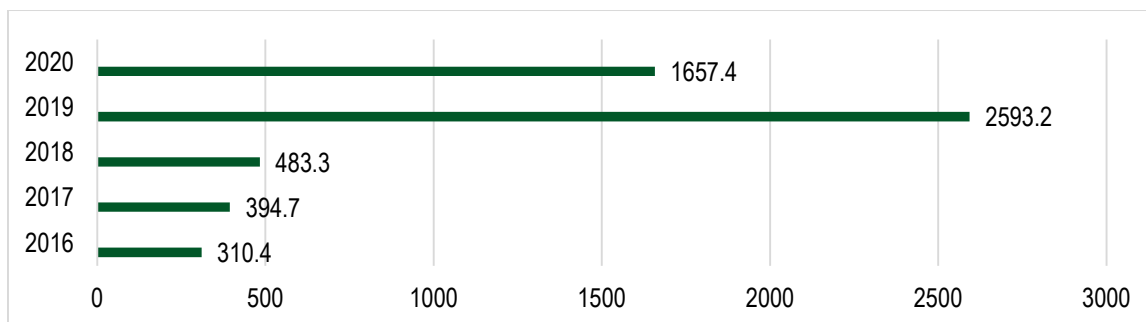
Analysis of financial and economic indicators of tourism in recent years shows the dynamics of the industry, in particular, the amount of taxes and fees paid to local budgets by businesses whose main activity is tourism, in 2019 amounted to 5.6 million UAH and increased 2.3 times compared to 2016, Figure 2.

Figure 2. Taxes to local budgets by business entities for 2016-2019, (thousand UAH)



At the same time, the amount of revenues to local budgets from the tourist tax for 2019 amounted to 2.6 million UAH, which is 7.4 times more than in 2016, the main reason for the growth is changes in the law, Figure 3.

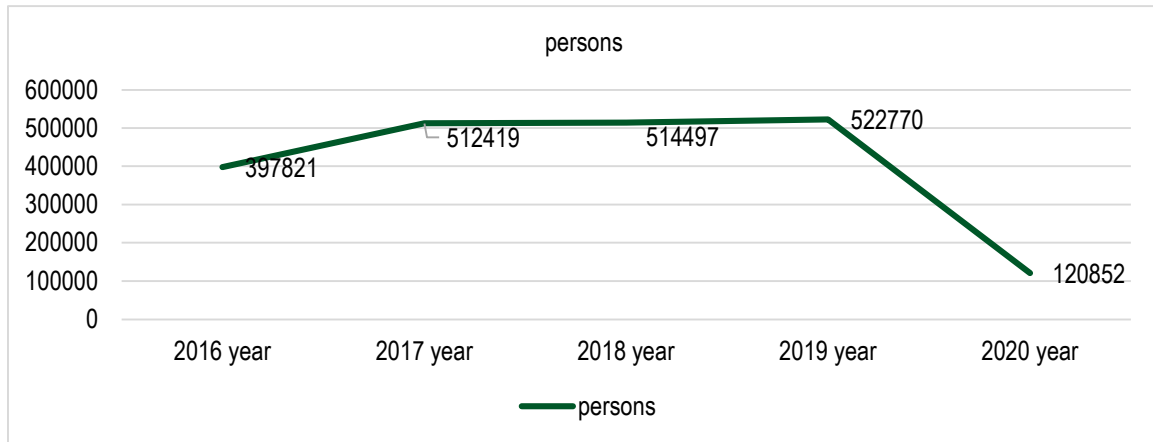
Figure 3. Cash receipts to the local budget at the expense of the tourist tax for 2016-2019 (thousand UAH).



One of the factors of the most important share of cultural and cognitive tourism in Vinnytsia region is the presence of a significant number of cultural heritage sites. It should be noted that the steady growth of museum visitors, so in 2016 there were 840.1 thousand people, while in 2019 it was 902 thousand people (+ 7.4%).

It is worth noting that the interest of city guests to visit museums has increased. Thus, in 2016 the number of visitors was 840.1 thousand people, while in 2019 the number of visitors increased to 902 thousand people (+ 7.4%), figure 4.

Figure 4. Number of visitors to the museum for 2016-2020, persons



Source: Vinnytsia City Council

The number of visitors has decreased more than 4 times compared to 2019 due to quarantine measures (COVID -19).

One job in tourism is created by four workers in related industries, now more than 70% of world GDP is in the provision of services. According to the UN World Tourism Organization, the tourist contribution to the world economy is estimated at 10% of world gross domestic product. International tourism (travel and passenger transportation) accounts for 30% of world exports of services and 7% of total exports of goods and services. The tourism industry needs to develop more efficiently, which will create thousands of jobs and provide a powerful impetus to the development of culture, arts, sports, social infrastructure in communities. According to the World Economic Forum, in 2017 Ukraine topped the ranking of countries with the smallest share of the tourism industry in GDP, the share was only 1.4%.

In 2017, the value added created in tourism amounted to \$ 1.3 billion, which is one of the lowest in Europe (lower only in Albania and Luxembourg). But already in 2018 the share of the tourism industry in the structure of Ukraine's GDP increased and amounted to 5.4% (184.2 billion hryvnias). The industry provided 791 thousand jobs, the expected increase in 2019 was 875.8 thousand. According to the World Tourism Organization, Ukraine was visited by 14.207 million tourists in 2018, which is 1.48% less than a year earlier, although the revenue from the tourism industry increased by 14.6% and amounted to 1.445 billion US dollars. The government's allocation of UAH 240 million was a positive development for the development of tourism in the state budget for 2020. These funds were provided, in particular, for the implementation of measures to promote the tourism potential of Ukraine abroad and within the country and pilot projects for the development of tourism infrastructure and capacity of individual regions. In addition, UAH 500 million was provided in the budget for the mobility program for schoolchildren. The State Agency for Tourism Development of Ukraine was also established.

Tourist services in Vinnytsia region in 2019 were provided by 24 licensed companies (tour operators) and about 65 travel agents. Revenue from the provision of tourist services in 2019 compared to 2016 increased by 76.7% and amounts to UAH 24.7 million. During this period, the subjects of tourist activity of the region sold 17.8 thousand tourist vouchers in the amount of UAH 564.69 million. The number of tourists - citizens served by the subjects of tourist activity of the region is 36.7 thousand people. The purpose of the trip of these tourists was leisure and recreation, with the exception of 90 people who took part in sports competitions (sports tourism). The most popular among the citizens of the region in recent years are: Egypt, Turkey, Bulgaria, Poland, Greece and the UAE. Such a significant number of outbound tourists provides an opportunity to develop air connections with other countries. During 2016-2018, the number of passengers who used the services of "Vinnytsia Airport" has doubled (from 30 thousand people to 60.9 thousand people). The number of flights for the period 2016-2020 increased 2.3 times (from 528 to 1344), and in 2019 amounted to - 877.

Figure 5. Passenger traffic at the airport in the city of Vinnytsia 2016-2020, persons



Funds are needed to implement the regional program of tourism development in Vinnytsia region, and this amount was approved by the decision of the 21st session of the regional council of the 7th convocation from 30.06. 2017 № 380 to the Tourism Development Program in Vinnytsia region for 2017-2020.

Table 2. The amount of funds for the implementation of the regional tourism program in Vinnytsia region in 2017-2020, (thousand hryvnias)

The amount of funds proposed to raise funds for the program	Stages of program implementation				The total cost of the program
	2017	2018	2019	2020	
The amount of resources including:	2 477,7	2 774,2	2 596,2	2 453,2	10 301,3
regional budget	1 723,0	1 808,0	1 818,0	1 760,0	7 109,0
funds of district budgets and budgets of cities of regional significance	619,6	847,6	665,1	554,6	2 686,9
funds from the budgets of villages, settlements, cities	-	-	-	-	-
funds from non-budgetary sources	135,1	118,6	113,1	138,6	505,4

Source: Tourism development strategy in Vinnytsia Region

For a more detailed study of opportunities and threats to the development of tourism potential of the region should conduct a SWOT - analysis, consider strengths and weaknesses.

Strengths:

- favorable transport and geographical position and high transitivity of the territory;
- rich historical and cultural heritage of the region;
- high potential for the development of recreational services.

The presence of radon mineral water deposits, a resort town of national importance - Khmilnyk and Nemyriv;

- availability of nature reserve fund - provision of high quality medical and health services;
- in the area of tense ecological condition;
- leadership of the region in the agricultural sector and processing of agricultural products;
- developed infrastructure for business support and investment attraction; including in the tourist sphere;
- active positioning of the region in the field of international interregional and cross-border cooperation;
- developed field of Information and Communication Technologies (ICT);
- high potential for providing quality educational services.

Weak sides:

- imperfection of transport provision of the population and road infrastructure;
- unsatisfactory condition of many objects of historical and cultural heritage;
- low level of information support of tourist activity;
- Insufficient development of recreational areas and infrastructure of the tourism industry;
- insufficient number of new "tourist magnets";
- low level of innovation in enterprises and development of innovation infrastructure and interaction of local business associations with authorities, educational and scientific institutions;
- insufficiently realized potential for attracting investments from all sources of financing;
- existing territorial disparities in the settlement of the territory;
- deterioration of demographic indicators;

- development of information technologies;
- development of local and local tourism, due to possible restrictions to travel to other countries.

Features:

- implementation of state initiatives - infrastructure projects in the region;
- intensification of cross-border and interregional cooperation;
- reforming the medical sector and financial autonomy of medical institutions;
- active development of the "creative economy";
- increasing the financial capacity of communities;
- increasing the investment attractiveness of the country, increasing opportunities for attracting investment resources.

Threats:

- growing global economic crisis;
- migration of the population to more urban settlements and abroad;
- reduction of investment attractiveness in the country;
- the threat of losing the basic network of cultural, educational and medical institutions;
- imperfection of the regulatory framework and the system of legal regulation in the field of tourism development;
- the presence of quarantine bans imposed by the state due to the pandemic of the COVID-19 virus;
- deterioration of financing and lending conditions, the presence of legal risks associated with the implementation of investment projects.

Conclusions

The Department of International Cooperation and Regional Development of the Regional State Administration has developed a Program for the Development of Tourism in Vinnytsia Region for the period 2021-2027. The program provides for a number of events in the region for four years. In particular, arrangement of stops and parking lots for tourist buses; arrangement of stops on water routes for boats, catamarans and construction of berths; adaptation of tourist attractive places for people in wheelchairs; arrangement of auto-camps, installation of information boards about tourist objects and information maps. Promising tourist directions in Vinnytsia region, according to the Program, are: medical and restorative tourism on the basis of attraction of investments in spa procedures and medical infrastructure of the existing network of sanitary and resort establishments of the region; use of historical and ethnic heritage for the development of tourism (Jewish, Polish, Podolsk: Hasidic way, the way of "Volodievsky", "P.I. Tchaikovsky in Podolia", "Spiritual heritage of M.I. Pirogov", "Tulchinsky way O.V. Suvorov "; religious tourism and pilgrimage to the holy places of Vinnytsia; sports and extreme tourism.

It is expedient to implement, at the state level, such measures as: development of a loyal tax policy for tourist enterprises, which will help reduce the cost of a package of tourist services; state assistance to patriotic tours to Ukraine, popularization of cultural, historical, ethnic values of the Ukrainian state; creation of various educational (training) programs for training of highly qualified personnel; creating attractive conditions for foreign investment in tourism; popularization of Ukraine on the international arena as an attractive tourist location. The results of the analysis make it possible to conclude that the Vinnytsia region has significant tourist potential and all the prerequisites for its effective use. However, in the near future, issues such as:

- slow growth of investments in the development of the material base of tourism;
- non-compliance of the vast majority of tourist establishments with international standards;
- unsatisfactory condition of tourist, service and information infrastructure in road areas;
- imbalance of social and economic efficiency of the use of recreational resources and the need to preserve them;
- lack of innovative projects and research on the development of promising types of tourism;
- insufficient provision of the tourism industry with highly qualified specialists;
- insufficient level of information infrastructure development.

Possible directions of tourism development in Vinnytsia region can be:

1. Business tourism, modern business tourism is regarded as the most promising type of tourism because of its seasonality, planning, customer orientation with a high level of income.

2) Favorable conditions for the development of adventure tourism and extreme types of eco-tourism, which combines all the trips associated with active ways of movement and recreation in nature, which aim to obtain new sensations, impressions, improve the tourist's physical shape and achieve sports results. These

include such types of tourism as: rafting; speleotourism; hiking; water; equestrian tourism; mountain bike; paragliding.

3) Fishing and hunting (hunting) tourism. The region has a significant resource potential for the development of these types of tourism due to the rich flora and fauna, forest-steppe terrain and a large number of open water bodies (rivers, ponds, lakes, etc.). In addition, the forests are home to a large number of mushrooms, berries, various medicinal plants, the collection of which can be one of the goals of tourism. Hunting farms with large areas of more than 50 thousand hectares operate in the region. hunting grounds (Vinnytsia, Haisyn districts) and fishing bases.

Social tourism. The direction of the tourist business, whose clients are citizens who have social benefits (pensioners, students, people with disabilities, low-income people). An interesting idea for the development of domestic tourism in the region. This can be a weekly recreation, where the main efforts should be focused on weekend tours with the center (beginning and end of the route) in Vinnytsia and tours from district centers to the city and / or organization of excursions to nearby cities, and possibly even within a city. Social tourism is an effective mechanism for attracting the population of the region to tourist consumption, thereby improving its attractiveness for foreign markets.

5) Gastronomic (culinary) tourism can become another component of the attractiveness of Vinnytsia region given the ethnographic and eventual resources of our region. Gastronomic tourism as a type of tourism is associated with acquaintance with the production, cooking technology and tasting of national dishes and drinks, as well as with the culinary traditions of the region. It should be noted that almost any region has the potential for the development of culinary tourism and Vinnytsia in particular, because it can offer unique local cuisine and traditions of hospitality. For example, Tymaniv porridge, in honor of which the festival is held in Tulchyn OTG, or, known far beyond Ukraine, Ulan-style potatoes, the recipe of which was invented in the village of Ulaniv in Vinnytsia region and which is planned to be granted intangible cultural heritage.

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