

Theoretical Analysis of Scientific Approaches to the Study of Printing of Recreational and Tourist Complexes

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Abstract

Relevance: the relevance, declared in the article of the problem, and the time being discussed, based on theoretical analysis of scientific approaches, their generalization systematized theoretical and methodological bases of functioning of entertainment, and recreational facilities in the national economy, refined the concept of recreation and wellness center.

Purpose: The purpose of this research is to develop and improve organizational and economic bases for stimulating the development of the tourist and recreational complex.

Methods: Different research methods, including the dialectical approach (the study of institutional units included in the tourist and recreational complex), grouping (the classification of types of tourism and tourist and recreational resources), a systematic approach (structurization touristy) was used to achieve the set goal. Tourist and recreational complex, the method of structural-logical generalization (improvement of the conceptual apparatus for stimulating the development of the tourist-recreational complex), index, comparative Economic and statistical analysis (determination of the state and efficiency of the tourism and recreation complex functioning), project analysis (evaluation of the effectiveness of investment projects), and others.

Results: The theoretical and methodological developments in the part of tourist and recreational classification of territories are considered. Based on the worked out sources, a generalization is made that the main problem in the complex assessment of recreational and tourist resources is their delimitation during the assessment. Identifies theoretical approaches to the study of the attractiveness of the tourist and recreational complex, substantiates the economic content of this study, as well as reveals the conceptual foundations of the study of the attractiveness of the tourist and recreational complex.

Practical Significance: *The socio-economic preconditions for the formation of the attractiveness of the tourist and recreational complex have been studied, as well as the attractiveness of the tourist and recreational complex has been assessed. The basis is the scenario of the development of common features for the tourist-recreational and resort systems, namely: the possibility of modelling a variety of economic development options, especially in regions that do not have the main segments of the economy (industry and agriculture) but have resources for tourism and recreation.*

Keywords: tourist and recreational complex, regulation of tourist and recreational complex, public policy development of tourist and recreational complex, tourism potential, stable functioning.

Introduction

The restoration of physical and spiritual forces of the body in conditions of deterioration of the state of the environment and the current pace of life, which requires permanent costs of forces and energy, appears one of the most important needs of a modern person. Studies show that an active recreation can be half lowering the morbidity of cardiovascular disease, respiratory disease - by 40%, nervous diseases and bone and muscular systems - by 30%, etc. - by 20%. Recreation contributes to the growth of human productivity. According to scientists, in the first month after recreation labor productivity increases by 15-20%, and the average annual increase as a result of an active recreation is almost 3% [1].

The efficiency of the tourist and recreational sphere depends on the quality of services provided in the structure of recreational and tourist complexes. The methodological basis of their formation is a functional-target approach. In general, agrees with the opinion of modern scientists, we note that only a functional-target approach is not quite sufficient for a complete objective substantiation of the complex process of formation and further functioning of recreational and tourist complexes, the identification of evolutionary features and qualitatively new opportunities that are achieved when they are achieved creation [2].

We emphasize that today there is no single value that characterizes the concept of recreation and tourist complex. In most scientific works, it is defined as a system of economically and socially combined individual industries, industries, production enterprises and enterprises of services in a certain territory, the appointment of which is to provide recreation and tourist services of the population of a particular territorial unit. In essence, it is an inter-sectoral complex that is formed from independent, closely related industries producing goods and services for tourism needs [3].

Resource character of Ukrainian recreational and tourist complexes, characteristics of their functioning in modern economic conditions, differentiated structure of the system of additional services, a variety of forms of ownership, high level of competition, demand, which is steadily increasing, - all these and other features of modern Ukrainian recreational and tourist complexes determine the need to Solving the problems of substantiation of effective methods for their development both in the short-term and long-term [4]. There are also tasks for developing and improving the complex of mechanisms, models and technologies that will enable to solve emerging problems of the functioning of Ukrainian recreational and tourist complexes, and will provide their priority to

development, and will also allow to significantly reduce various losses based on timely acceptance of economically substantiated. the decisions.

Methods

Different research methods, including the dialectical approach (the study of institutional units included in the tourist and recreational complex of the region), grouping (the classification of types of tourism and tourist and recreational resources), a systematic approach (structurization touristy) was used to achieve the set tourism recreational complex), the method of structural-logical generalization (improvement of the conceptual apparatus for stimulating the development of the tourist-recreational complex), index, comparative Economic and statistical analysis (determination of the state and efficiency of the tourism and recreation complex functioning), project analysis (evaluation of the effectiveness of investment projects), and others.

Results

As you know, the tourist recreational sphere has a pronounced resource orientation. Resources determine its territorial organization, directions of specialization, form tourist flows, the level of efficiency of tourist and recreation facilities. Much of scientists believes that tourism is an integral part of recreation, and tourist resources are part of recreational resources, complement each other, determining the features of the formation of a tourist and recreational complex [5].

Recreational-tourist complex is a complex element of the territorial structure of the economy and has a specific economic mechanism. His formation takes place in accordance with the functional-target criterion: the complex nature of the production of recreational product and the joint purpose of production activity, as well as the desire to improve the quality of the product and optimization of expenses generates a fully natural idea of creating a production complex of the relevant profile.

Depending on the main profile of tourist and recreational complexes, researchers allocate their types: sanatorium-resort, which includes specialized sanatorium and medical facilities (sanatoriums, hospitals, hotels (with special room equipment), dietetic food enterprises); tourist recreation, which includes holiday homes, tourist hotels, bases, camps, motels, campsites, rental points of tourist and sports equipment, ski lifts, healing horses, ski schools, climbers, mountain riding, swimming; Hunting, which is aimed at using such objects of accommodation of holidaymakers as hunters and

fishermen houses, as well as such services such as shuttle stations, inventory rental, etc.; Combined, which combines the features of several others [6].

Functioning of recreational and tourist complexes provide hotels and other accommodation facilities, vehicles, public catering facilities, objects and means of entertainment, objects of cognitive, business, health, sports and other purpose, organizations that carry out tourist-operator and tourist agency activity, as well as organizations providing excursion services and services of guides-translators [7]. Moreover, the functioning of such a complex within the established norms and rules of nature management and resource consumption, environmental pollution causes this scope of management as resource and environmentally compatible, which corresponds to the principles of environmental safety of socio-economic development. In addition, the possibility of coordinated investment management and a general strategy for the development of recreational and tourist complexes as an integral part of the region's economy is achieved [2].

In the process of creating a recreational and tourist complex, it is emphasized the need to exist a certain level of production and economic relations between business entities that are part of the complex, and sharing them of economic resources. This leads its functioning as a single integral system. Integration processes in recreational and tourist industry are due to integrity and in the field of tourist services and in the field of direct service of tourists, which provides sustainable and continuous, multi-level production and technological, information and management and other inter-connections between business entities. Such connections contribute to the development of intrause and inter-sectoral integration, and their level depends on the specific economic and social conditions of one region, and on how developed a recreational and tourist industry [2].

Organizations, enterprises and institutions that are part of the recreation and tourist complex are divided into three groups, each of which can also be divided into groups:

1. Enterprises of tourist and recreation industry, in which: specialized tourist services; enterprises for the protection and use of natural resources; Institutions related to the preservation and use of cultural and historical resources (museums, religious institutions), folk collectives and separate performers, folk crafts
2. Enterprises of service sectors: food services; trade; household service; cultural institutions; enterprises and objects of sports and recreational purpose; transport enterprises carrying out transportation of passengers; financial and insurance organizations; communication enterprises; Local souvenir production.
3. Enterprises of other sectors of public reproduction: construction; Agriculture; scope of education (training of personnel); printing-publishing; textile; food; Oil and gas.

Organizational forms of existence of a recreation and tourist complex, its legal registration and the beginning of functioning are

considered as a transition from the lower stages of economic interaction of enterprises, to an orderly in-depth process of economic integration. To date, except reservations for excess administration, there are no clear criteria for determining terms, stages, or levels of development of recreation and tourist complex [4].

Socio-economic factors have the most important impact on the development of recreation and tourist complex. With an increase in incomes, the needs for a decent recreation, the activation of the trade balance. Recreational and tourist complex has a great influence on such key fields of economics as transport and communications, construction, agriculture, production of consumer goods and other, that is, acts as a peculiar catalyst for the socio-economic development of regions and countries as a whole.

Recreational and tourist complexes are sufficiently differentiated systems represented by such types of tourist and recreational services such as: corporate tourism; tourist travel for the purpose of recreation and entertainment; Business tourism; religious tourism; therapeutic and health tourism; Ethnic tourism; sports tourism; Adventure (extreme) tourism; educational (educational) tourism; scientific tourism; "Green Tourism" (Rural, Agrotourism); Ecological tourism and others [8].

Considering the possibilities of tourism development and recreation in a certain territory, we operate the notion of "recreational and tourist potential", which is somewhat wider than the concept of "recreation and tourist resources". This is due to the fact that for the development of recreation and tourism, it is not enough to have a sea coast with comfortable weather-climatic conditions, mountains, forests or lakes, mineral and thermal water and therapeutic mud, cities and villages with history monuments and culture. The presence of recreational and tourist potential of the relevant complex is a set of its natural and socio-historical resources, as well as the existing market, transport and informational and communication infrastructure of the territory [4].

When creating a recreational and tourist complex, a clear differentiation of a recreational and tourist product is required in order not to create internal competition in the region. Diversification can be executed according to various parameters: by type of tourism, target market, tax revenue, etc. We emphasize it is not about to leave without attention from any of the available recreational and tourist resources and not develop them only on the grounds that they are already in use in another region. It is assumed that each region must determine the specialization market and focus, choose this market as a priority [3].

To coordinate the activities of recreational and tourist complexes, an increase in the speed of responding to external problems, stimulating financial and administrative resources in order to increase the efficiency of their use, as well as to ensure sustainable growth in the industry, it is necessary to create new management mechanisms that must provide the required level of control, regulation

and Adoption of managerial decisions [4].

One of these mechanisms, in our opinion, can be the creation of an institute for supporting the development of recreational and tourist complexes in the form of a state enterprise. The next step should be attracted to investment in the recreational and tourist sector, which are designed to provide updating the material and technical base of the recreation and tourist complex, the introduction of new fundamental funds, the creation of new tourist products. The success of the implementation of this stage is largely determined by the effectiveness of the Institute for the Support of the Development and Tourist Sector.

Providing a high level of service in a recreational and tourist complex is largely determined by the level of qualifications of staff employed in the field. In Soviet times, they worked highly politicians of resort and health and medical cases. However, recently, due to a decrease in tourist flows, low salary has significantly decreased interest from young professionals in this field. In this regard, in our opinion, it is necessary to create a system of preparation and re-training of professionals of tourist, resort and recreation and health improvement directions [6].

Note that each of the existing in the scientific literature The methods of functioning of recreational and tourist complexes has some advantages and disadvantages. Their analysis allows you to make the following conclusions:

- In the methods of functioning of recreational and tourist complexes, a limited number of assessment parameters is used that does not provide a full idea of the state of resource potential for tourism development and recreation (usually use parameters for evaluating individual resources, namely, natural, recreational resources, historical and cultural, less infrastructure);
- In the parameters of evaluation, the absence of indicators of the use of resources of recreational and tourist complexes (for example, the state of tourist demand and proposals, the technological development of resources, state regulation of tourist activities);
- Anyone offered by modern authors The method of comprehensive assessment of the functioning of recreational and tourist complexes necessarily requires the clarification of the criterion framework in accordance with the natural-climatic, landscape conditions and features of historical and socio-economic development of the territory;
- There is a problem of collecting information necessary for a comprehensive assessment of the functioning of recreational and tourist complexes, and the assessment itself is often subjective.
- It should be noted that the obstacle to the formation of a single (universal) methodology for assessing the functioning of recreational and tourist complexes is not only a difference in the physical and geographical conditions of the regions and their socio-economic development, which determine the set of assessment parameters, but also the form of evaluation. An effective assessment of recreational and tourist complexes in Ukraine impede the following conditions:

- lack of complete and reliable information on tourist resources of the regions of the country, especially in the context of administrative districts;
- Insufficient processing of methodological aspects of evaluation of the resources of the territory for the development of the sphere of tourism;
- imperfection of tourism legislation and ineffective tourism management mechanism in the regions of the country;
- Lack of motivation for the development of domestic tourism.

It is necessary to draw attention to the problems of formation of the institutional environment of recreational and tourist complexes, as state regulation of industry development at the initial stage of its development is extremely important. At the same time, a more detailed study of the resources necessary for the functioning of recreational and tourist complexes, the definition of tourist and recreational potential of the region in the context of its administrative entities, the scientific substantiation of the areas of development of tourism will make it possible to increase the accuracy and effectiveness of managerial decisions in the field of management of regional tourism. This is necessary to increase the information provision of the territorial planning and development of the field of tourism, strengthening its investment attractiveness, tourist industry development [3].

Recreational and tourist complex may play a significant role in the development of the economy and create jobs in the regions, but for this tourism industry and recreation should become a strategic priority of regional development and in state programs for united territorial communities. Due to the COVID-19 pandemic, the tourist-recreational sphere is extremely affected. Therefore, priority measures should be: state support of the tourist and recreational sphere due to the adoption and implementation of state programs and strategies for its development at the national and regional levels; development of effective strategic plans for diversification of tourist and recreation services; Involvement of the best practices of the most developed tourist and recreational industries, the introduction of quality quality standards that will allow to improve the tourist image, intensify tourist activities and increase budget revenues [7].

Recreational and tourist complex is a complex open system that is in constant development. However, companies will experience complexes and aware of its share not through connections with other enterprises, since it is only a consequence, but through the common goals of participants in the recreation and tourist complex. His main goal, in our opinion, providing a qualitative, unique and competitive tourist product aimed at physical (material) and spiritual satisfaction and improvement of man. In addition, any company needs to have a management subject, the main function of which should coordinate the activities of the entire recreation and tourist complex. This may be a consultative body, council, association or state structure, but in any case, such an authority should exist. In addition, the recreational and tourist complex

is part of the general national economic complex of the region, which is a combination of tourist, recreational and related enterprises and organizations, which is coordinated by state structures (local self-government bodies) and aims to create, promote and implement a unique tourist product, taking into account the optimal basis. Use of tourist and recreation potential of regions (districts) [1].

The main factors that restrain the maximum effective functioning of recreational and tourist complexes in Ukraine are:

- Insufficient tourist infrastructure in most recreational tourist complexes, a small number of hotels and means of placing tourists with a modern level of comfort and service;
- Low degree of transport infrastructure development, entire bandwidth that prevents an increase in scale both domestic and inbound tourism;
- High cost of accommodation in hotels, nutrition, transport and other services offered by tourists exceeding the average European level with a simultaneously non-low quality of services provided;
- administrative and bureaucratic barriers, disadvantageous conditions for business that impede investment attraction in recreational and tourist complexes;
- Lack of skilled frames, which determines the low quality of service in all sectors of recreational and tourist complexes;
- Insufficient efforts of the state to promote recreation in Ukraine and recreational and tourist opportunities of the country as foreign markets and in domestic markets.

The influence of the recreational and tourist sector on the socio-economic development of the region is a comprehensive nature. As part of the branches, one way or another related to tourism and recreation, are virtually all spheres of the region's economy. The functioning of recreational and tourist complexes affects the food and processing industry, agriculture and agro-industrial complex, transport and communications, information technology and energy, housing, construction and investment, retail and wholesale trade, financial sector, advertising and media, Education [9].

Along with the positive influence of the development of a recreational and tourist complex on the economy and social development, the existence of negative consequences should be recognized. To them, in particular, there is an increase in inflationary pressure on the economy of the relevant region. The increase in tourist flows leads to an increase in solvent demand in the region and increase prices, which ultimately leads to a slowdown in the growth of the recreation and tourist sector [1].

- In Addition, It Should Be Noted That the Growth of Population Leads to An Increase In The Load On The Natural Environment, Which Generates Certain Social Costs and Additional Costs For Natural and Cultural Resources Through their Excessive Use. Instead, The Violations of the Ecological Balance In The Region Over Time Can Lead To A Fall In Its Attractiveness for Touristics.
- Achieving a strategic goal of building a modern high-perfor-

mance recreational and tourist complex, whose development is not only dynamically, but also taking into account the requirements for environmental balance and in accordance with progressive world trends will require the introduction of such measures: Development plans of complex ecologically balanced development of recreational and tourist complex;

- Implementation of a complex of environmental measures in order to improve the environmental situation in resorts and in recreational and tourist complexes;
- Implementation of continuous monitoring of recreational and tourist complexes;
- adoption of a number of provisions on tax regulation of recreational and tourist complexes;
- reservation of recreational lands for the development of recreation and tourism in the relevant complexes, including in the long run;
- creation of prerequisites for the development of territories of the priority development of recreation and tourist type;
- Expanding the powers of regional governance authorities and local self-government bodies on the right to establish additional fees and payments for natural recreational resources, as well as an increase in the share of deductions for natural resource payments to regional and local environmental funds;
- providing targeted use of the part of local budgets, which is formed by payments for the use of recreational and tourist complexes;
- Expansion of international cooperation on the development of recreational and tourist complexes.

Particular attention should be paid to the international context of the functioning of recreational and tourist complexes. It should be noted that the enormous potential for the development of recreational and tourist complexes in Ukraine, the implementation of which will allow successfully to compete in the international recreation and tourist services market, hidden in the creation of cross-border clusters.

In particular, today Ukraine is involved in two cross-border recreational and tourist complexes. The first is the cross-border cluster of rural tourism in the Euroregion Dnipro, whose main task is the propaganda of the ideas of active development of rural tourism as a direct development of rural areas [1].

Another cross-border recreational and tourist complex began to operate in 2015 in the geographical limits of Lviv, Volyn, Transcarpathian regions of Ukraine and the Podkarpacksky and Lublin Voivodeship of Poland. The prerequisite for its creation was a powerful natural resource potential of the cross-border region (national parks, therapeutic mineral resources, health facilities), the presence of unique historical and cultural recreational resources (a large number of monuments of casto-palace and religious culture), a favorable geographical location at the intersection of international ones. Transit roads, a developed network of institutions and organizations of support for small and medium-sized businesses

in the field of recreation and tourism, a developed network of institutions for training in the recreational and tourism sector, the availability of highly skilled workers in this area, etc.

Discussion

The effectiveness of recreational and tourist complexes may increase the integrity of the priority measures and the conditions for their implementation:

- study of economic, ecological and social efficiency of components of medical and rehabilitation, sports and health activities, sanatorium-resort recreation and cultural and cognitive tourism in terms of functioning of recreational and tourist complexes;
- conducting scientific substantiation of territories, promising for the development of sanatorium and spa treatment and recreation;
- Legislative consolidation of territories with priority development of sanatorium and resort, health and tourism activity on the basis of general development plans with the definition of limits;
- an increase in the value of year-round and inter-season species of sanatorium and tourist activities to create an appropriate infrastructure in recreational means of all types;
- Creation of logistics and methodical bases for regional, national and international environmental measures in recreational and tourist complexes.

It should be noted that the strategic goal of further development of recreational and tourist complexes should be the creation of a competitive regional recreation and tourist product at the expense of the effective use of natural and cultural and historical potential, modernization and reconstruction of the existing material and technical base of recreation and tourist infrastructure, Provision is on this basis the realization of the socio-economic interests of the industry while maintaining the ecological balance and integrated development of resort territories of the regions of Ukraine.

Conclusion

Consequently, the study of the methodology and issues of functioning of recreational and tourist complexes made it possible to determine that the theoretical and methodological principles of formation and development of recreational and tourist complexes are the use of system analysis, functional-target approach and the theory of integration of economic structures. Differences in economic, natural and geographical, socio-demographic, political and other conditions of the regions of Ukraine exclude a unified approach to international reforms and dictate flexible regional (local) policy, taking into account the features of each region (district). Integration processes, which forms a regional recreational and

tourist complex, are objectively logical. Their certain activation, coordination and support from the authorities and entrepreneurial structures will contribute to the creation of a holistic economic mechanism of recreational and tourist complexes and increase its stability, optimization of regional inter-branch ties, rational solutions to the problems of complex development of territories. Thus, in modern conditions, a particularly important task is to introduce a program-target method for managing tourism and recreation in conditions of limited financial resources, as the emphasis is transferred from the need to maintain state resort and recreational regional institutions to search for tools and mechanism for programming competitiveness of the region and its sustainable development.

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