

The Strategy of the Forming of Recreational Zones on The Territory of Pridunav'e

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Abstract: In the article the theoretical aspects of development of the tourism sphere are considered at a regional level. Basic strategic directions and results of realization of the program of development of tourism in territory Pridunavya were determined and grounded.

Keywords: tourism; region; strategy; development; the regional program of development of tourism

At present tourism is a perspective industry of the country's economy, one priority directions of the country's development. The rapid development of the world's tourism predetermines the increase of the demand on tourism services in those regions, where a cultural, a social, and a domestic originality of the nation or the state are saved. Features of geographical position in the relief, and the climate of the riches of history – cultural and tourist-recreational potentials of Ukraine assist the intensive development of tourism in our country. But at the same time, the modern tendencies of the management by a tourism activity and a hard competition at the market of tourism services require the wide use of strategic planning at the ground level of development of this industry in one or another region.

Today researches of tourist activity in the system pertaining to the national economy complex of the country, priorities and strategic of the developments of the tourism, include works from such scientists, as: M. Boryschar, G. Volkov, I. Zorin, V. Kwartalnov, V. Kyfyak, L. Lukjanova, O. Lubitcheva, G. Mikchajlichenko, S. Nokonorov, V. Oboznyi, O. Pankova, N. Savina, V. Stolij, V. Fedortchenko, V. Ichybush and other.

Despite the scientific value and the importance of works, it is insufficient to disclosure of a problem of the strategic development of the tourist industry at regional level. It also causes the relevance and the importance of the chosen subject of the publication. The purpose of this work is the research of theoretic-methodological approaches and the development of practical recommendations

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concerning the regulation improvement of the strategic development of tourism on the example of Ukrainian Pridunavya. The influence of natural and socio-economic factors on the tourism development in Ukraine caused the division of the territory of the state into tourist regions. Two interpretations of this term are given in the encyclopedic dictionary reference on the tourism. According to the first, the tourist region is considered as a territory, which possesses special institutions and services which are necessary for the rest organization of the educational process or the improvement.

By the second definition the tourist region represents groups of the countries which have similar conditions of development and are characterized by a community of genesis and interrelation of components of the tourist industry¹. According to E.Pankova's Ukrainian, the tourist region is territorial and tourist system, which combines some tourist areas, which have the specific features and are united by the geographical, the historical and resource factors (Панкова, 2003, p. 352).

M.Boruschak examines a tourist region as a geographical territory, which a guest or a segment chooses with the purpose of trip, such territory contains buildings, necessary for staining, placing, feeding and organization of leisure of tourists. The region is the only tourism products and complete unit and must be controlled as a strategic unit (Борушак, 2006, p. 288). Thus, a tourist region shows by itself territory that is characterized by the presence of a tourist potential, has tourist objects and set of services of such quality that a tourist expects.

We can examine a tourist region separate complexes, district, area, a region, a country or even a group of countries that a tourist chooses the aim of the trip. The important direction of development of tourist regions is a development and an implementation of regional target programs in this branch. The typical structure of regional target programs of development of tourism is presented in figure 1.

Analytical and information block	- analyses of natural and historical and cultural resources; - regulation of Ecological Restrictions of the Tourist Centers; - determination of quantitative a quality indexes of tourist sphere.
Destination block	- development of the aim and priorities of development of tourist sphere; - forming of the system of indexes of effectiveness and efficiency of the programs (economic, social, ecological).
Block of organizational support	- determination of order of organization of implementation of the programs;

¹ (1993). Географічна енциклопедія України: в 3-х т./ Geographical Encyclopedia Ukraine: in 3 t. Українська енциклопедія 1989-1993/ *Ukrainian Encyclopedia 1989-1993*, t. 3. К. p. 480.

	- a ground of organizationally-administrative, normatively – legal economic and marketing mechanisms of realization of the programs.
Block of the financial providing	- ground of financial resources for realization of the programs; - allocation of resources on directions, to the years and sourcing.
Block of the program's measures	- working out in detail of requirement to the executors of priority directions of the programs; - determination of terms of implementation volumes and sourcing.

We will consider the program of development of tourist industry in Danube sub-region. There are the strategic tasks of development of the tourist industry such as the improvement of public policy in the field of tourism, optimization of the use of tourist resources, forming of tourist product, competitive on internal and international tourist markets, providing of height of receivables to the budgets of all levels, assistance to socio-economic development of sub-region and height of the quality of the life of the population. The new program is directed on the decision of the above tasks. Strategic plan of development of Danube sub-region is worked out in accordance with the current legislation of Ukraine.

After rising of tasks of the program of development of tourism in Danube sub-region we will define basic strategic directions of her realization.

Basic directions of realization of the program of development of tourism are in Danube sub-region.

The Strategic direction	The Expected result
Realization of the public policy in the field of tourism and activity of resorts in Danube sub-region.	<ul style="list-style-type: none"> – equipping with modern amenities of the use of tourist resources; – ensuring availability of travel services for all categories of the population; – the preservation and growth of the number of jobs; – high social and ecological efficiency, formation of a positive image of tourism in the sub-region; – the increase in State and local budgets – high economic affiance.
Optimization of the control system of sphere of tourism and activity	<ul style="list-style-type: none"> – the improving of governance at the district level and ensuring the coordination of management structures; – integrated solutions to the issues of statistical reporting in the field of touristic acclivities and resorts, other tourist facilities infrastructure.

<p>Providing of optimal environment of the steady development of the tourism's sphere and the activity of resorts of area? The development of the private initiative and enterprises.</p>	<ul style="list-style-type: none"> - the providing of the maintenance and the rational use of valuable tourist resources of the area, their availability for all categories of the population; - the of forming of the favorable tourist image; - the creating of pre-conditions for forming of a complete regional tourist product; - the strengthening of the strength of tourist 's security; - to increase and to equip with modern amenities of tourist streams; - to increase of receivables to the budgets of all levels.
<p>To inculcates the innovative going to a innovative going to a management by a competitiveness regional and district tourist products.</p>	<ul style="list-style-type: none"> - to increase the volume of the investing - the working seating capacities receivables to the budgets of all levels - the height of the quality of the lift
<p>The providing of the elucidative activity and the activity and the scientific accompaniment of the tourism's sphere of the activity of resorts</p>	<ul style="list-style-type: none"> - the providing of the tourism's sphere and the resort's activity by skilled shots; - to improve the quality of the tourist's maintenance; - the creation of pre-conditions for the forming of the competitive regional tourist product; - to increase the tourist stream to improve the tourist image of area and state.
<p>To provide the effective advancement of the regional tourist product on the international and the internal tourist markets.</p>	<ul style="list-style-type: none"> - the creation of a positive tourist image of the region; - the activation of the forming of the tourist product; - to increase the tourist steams.
<p>The creation and the maintenance of the commal establishment of the Odessa regional soviet «The Recreational center of Predunavia »</p>	<ul style="list-style-type: none"> - the providing of the maintenance and the rational use of the variable tourist resources of the area, their availability for all categories of the population; - the realization of the elucidative and the scientific work on the eco-tourism.

The becoming of the tourist industry in the region restrains the temper involvedness of the questions package decisions that needs-government control and support of executive branches of power. It is necessary to take these questions into account:

- the inefficient use of tourists resources of the region, particularly naturally recreational resources and objects of the history-cultural heritage;
- the disparity of objects of the tourist infrastructure and tourist services to the modern requirements of a relatively technical and functional quality;

– the imperfection of the system of the state administration by tourism and the resorts' activity, subzero efficiency of a co-operation of central and local executive bodies organs of the local self-government, the private sector and the public in a management by the development of the tourism and the resorts' activity.

Consequently, the effective development of the tourism's sphere and the resorts' activity in the region can be realized through the introduction of effective government control of tourism development and the resorts' activities, envisages the substantial strengthening with the introduction of the European model state private partnership.

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