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CURRENT RESEARCH IN THE FIELD OF ECONOMICS

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THE PROBLEM OF RATIONAL USE OF TOURISM RESOURCES OF UKRAINE

The aim of this study was to show that in Ukraine it is possible to use tourism resources in a balanced way, to play tourism potential, and to realize the development of the tourism industry.

To analyze the security of the natural-climatic tourism resources as a basis we take the methodology of the study Badica O. A. The Scientist studying resource and recreational dominant regions of Ukraine, conducts the scoring of tourism resources for their structure. The researcher offers the climatic tourism resources to evaluate their structural characteristics, while highlighting speleological, orographic, climatic, hydrographic, vegetation and animals tourist resources.[1.p.150]

After some investigation, I came to conclusion that almost the entire territory of Ukraine has a balanced natural-climatic potential. So, most of the regions of Ukraine are characterized by the presence for the sole use of favorable natural-climatic tourism resources. Analysis of the data shows that the climatic tourism resources, create comfortable conditions for tourist activities and contribute to the organization of rest and recuperation. Primary among them are the climate, the waters, landscape, as well as some natural tourist sites having informative and attractive properties. Climatic resources determine the overall comfort of the area, its suitability for treatment and rest. Among the main climatic features that determine its comfort – temperature, number of sunny days per year, humidity, atmospheric pressure, winds regime. Regarding historical and cultural tourist resources, the greatest number of them are concentrated in the cities of Kiev and Lviv as well as in Kherson and Chernihiv regions. According to the research, based on official data, most of the regions have a sufficient level of historical and cultural tourism resources (Vinnytsia, Volyn, Dnipropetrovsk, Donetsk, Zhytomyr, Transcarpathian, Zaporozhye, Ivano-Frankivsk, Kirovohrad, Luhansk, Mykolaiv, Odesa, Rivne, Sumy, Ternopil, Khmelnytsky, Cherkasy and Chernivtsi region).[3]

The practical implementation of the recommended principles and a meaningful choice of approaches involve the systematic improvement of personnel, which will include the preparation of the resort doctors. The next issue concerns the medical and valeological education of patients and holidaymakers arriving at resorts. This will allow to increase the activity and responsibility of each person for their health. It is also appropriate to touch on certain issues of state regulation of activities of resort and recreational system, namely:

- development of effective laws on protection of natural medicinal resources, environment, recreational areas and mechanisms for their implementation;
- development of state acts that implement social policy in terms of availability to citizens for sanatorium and resort treatment and improving rest;
- promotion of cross-sectoral cooperation and collaboration, which includes the intensification of public control over the operation of the resort areas and resources, improving the information system, the establishment of branch offices or branches of international associations, foundations, clubs that traditionally operate in similar sphere of activity.[2.p.139]

Medicine requires revision and approval of new indications and contraindications for spa treatment, revision and improvement of the old order and selection rules for spa treatment and organized rest, as well as the development of conditions, procedures, and rights of use at the resort and recreational activities of paramedicine new and innovative technologies.

This is a vision of the pressing problems of the development of the resort business in Ukraine, namely: the study and construction of the resort and recreation system will have optimal development.

The whole set of these criteria of rationality will enable balanced use of tourism resources, play tourist potential, as well as implement the development of the tourism industry. Policy of rational use and protection of tourism resources should be applied without exception in all tourism enterprises, organizations and institutions of various ranks which are somehow connected with tourism in the context of preserving and strengthening the stability, integrity, and creation of favorable conditions according to the strategy of rational use and protection of tourist resources to keep them currently and for future generations.[4]

The government should promote tourism, rational use and conservation of tourism resources. The effectiveness of state incentives for tourism is evidenced by the fact that in 2005 the number of our compatriots resting and reviving trips increased by 12 percent. 30% increase in the number of organizations providing tourist services. Now in Ukraine 4,2 thousand such firms. One of Europe's most powerful recreational and tourism potential has been formed in Ukraine, with about 7850 sites with the potential to recover 8-10 million per year. The capacity of the recreational and tourist complex of Ukraine is 10 times higher than in the CIS countries. It is necessary to create a network of hotels and tourist destinations for different purposes: hotels for individual tourists, hunting and fishing bases, summer and winter sports bases, hotels for tourists for medical purposes, resort hotels, farms for lovers of agricultural work, transit motels etc.[5]

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