

Management of Recreation Land: Development Prospects

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Abstract: The article substantiates the urgent need to improve the system of recreational lands management as an element of population social welfare. This is due to the fact that in the conditions of market land relations and in the process of ensuring the sustainable territory development, the role of effective land use management, in particular, which has recreational potential, is increasing. The assessment of the recreational potential of the territory is the basis for the management system. As a result of the research, it was found that the recreational potential of any territory has both direct and indirect use. The essence of the recreational potential of the regions of Ukraine is substantiated. The results of determining the index of general natural recreational resources supply indicate that a significant part of the country's regions has a high and medium level of these resources provision. Such information supply of the land resources management system allows management decisions to be made regarding the prospects for the use of recreational lands. The modern system of recreational lands management should ensure the effective interaction of legal, organizational, economic, financial, and environmental protection mechanisms for the development of recreational areas. The structuring of the management decision-making process was offered. The algorithm makes it possible to avoid the linear principle of achieving the optimal management solution. The prospects for the development of international tourism in Ukraine were analysed using the SWOT analysis method. The negative consequences of the military aggression of the Russian Federation on the reserve territories of Ukraine were considered.

Keywords: Recreational land, land management, recreational potential, management mechanisms, tourism, land protection.

INTRODUCTION

The needs of the population in organized recreational areas specializing in certain types of recreational activities began to be discussed at the beginning of the 70s of the 20th century. Today, recreation appears as a global phenomenon with stable growth rates, therefore it is considered one of the most promising areas of socio-economic development. Recreation as a biological function manifests itself in a specific territory through the action of objective conditions and subjective factors that ensure the advantages of its development in these territories. The territory of Ukraine is characterized by various natural recreational resources. Almost 15% of the territory is recreation areas, mountain and seaside landscapes, Dnieper green areas with clean rivers, air, mountains where national traditions, folklore, museums, churches and other beautiful architectural monuments are preserved [1].

Recreational lands are plots of land intended for the organization of recreation, tourism, sports, and improving the health of citizens. They should be located in an ecologically favourable area and be attractive for recreation. The use of recreational land is regulated by legislation. In particular, the

construction of enterprises, residential buildings, business centres and other objects that do not belong to the purpose of recreation is prohibited there [2].

Like any other category of purposeful use, recreational lands require effective management by the state, despite the fact that lands of this category can be in state, communal and private ownership. Solving the issue of territories with natural recreational resources further development involves identifying the ways of the most effective use of all natural prerequisites for the development of the recreational economy in various regions of Ukraine, provided that the natural resource potential of recreation is preserved and increased. Planned typical development of the territories' infrastructure with a natural recreational environment will ensure rational use and contribute to the development of many branches of the economy. Nowadays, in the current crisis conditions, it is difficult to solve these rather important problems due to the insufficient study of some deposits' reserves of natural recreational resources, the lack of a unified accounting system for their use and evaluation, as well as military activity.

In the modern conditions of the integration and globalization processes of the international relations development, considerable attention is paid to the exchange of experience in the field of increasing the efficiency and rationality of the available recreational resources use. The emergence and active

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rhetoric around the concept of sustainable development gave impetus to rethinking the role of society, since in the modern paradigm of civilizational development, issues of balanced coexistence of man and nature play a major role. According to this, the issues of management of the recreational resources use as one of the potential elements of the state economy formation are gaining special relevance.

MATERIAL AND METHODS

At the end of the XIX - beginning of the XX century the science of management, based on the works of F. Taylor [3], is emerging. At the same time, the concept of scientific management becomes a turning point, thanks to which management began to be recognized as a separate branch of research. A. Smith [4] offered his view on the role of the state in management, analysing the duties of the state and the individual. He believed that the state should ensure the safety of a person's life and property, resolve disputes, ensure compliance with rules, perform other functions that an individual is unable to perform on his own or does so ineffectively. A certain influence on the object and subject of management is carried out with the help of management functions, which are the basis of this science. A. Fayol was the first to formulate management functions. [5]. They are presented in the following form: planning - forecasting as scientific development prediction of the national economy, the results of this development, social and other consequences; organization as improvement of the organizational structure of management and development of scientifically based methods of its work and functions aimed at achieving the main goals of the social production development; commanding as purposeful influence on the personnel of an enterprise, organization or institution; agreement is finding a "golden mean" between all participants in industrial relations; controlling as monitoring the execution of orders and other rules regulated by production requirements [5].

Despite the emergence of theoretical and practical developments on the problems of the recreational resources use, their management, the formation of the tourist services market, there is no unity of views in Ukrainian science on the essence of the recreational geography main concepts, primarily regarding "recreational activity", "recreational economy", "tourist-recreational complex", "territorial recreation system", etc. Tourism began to quickly emerge from the recreational economy and this industry was the most studied.

The geographical dictionary offers the concept of "recreation" in a two-faceted sense: simple restoration, reproduction of physical and spiritual forces spent by a person in the process of work, education and household activities; in the narrow sense it is offered as various types of human activity in free time, aimed at restoring strength and satisfying a wide range of personal and social needs (includes the development of physical and spiritual strength of a person, communication skills, increasing the social, labor and cultural potential of society, as well as the formation of new features and personality qualities, including the culture of interpersonal and international contacts, skills of perception of natural and cultural values). There are three forms of using time in recreation - tourism, healing and relaxation [6].

Modern domestic and foreign scientists pay considerable attention to the management of recreational resources [7-18]. Zoning of the country's territory is considered an informative tool of scientific analysis and synthesis of phenomena and objects, their forecasting, planning and management. The development of the conceptual and categorical apparatus of the recreational sphere is substantiated in works by O. Beydyk, the founder of macro-tourism zoning of Ukraine [7]. The authors [9] examine the challenges of the last decade for the national natural parks of Ukraine, the positive impulses of several successful projects, the strengthening of the community's role in environmental issues. Усатий [10] based on the dominants of inclusive development, the basic provisions of inclusive recreational nature management have been developed.

The paper [11] structural and logical scheme of organization of environmental and social assessment of recreational areas of agrosphere is developed. We analyze the definition of creative tourism and its conceptual differences from other types of tourism [12]. The article [13] substantiates that the potential of the territorial communities' recreational resources makes it possible to improve their financial capacity by filling local budgets through the development of the relevant territories. This study [15] highlights the features and essence of the ecosystem services concept. The authors [17] use survey results and combine them with expert consensus by engaging refuge managers and scientists (i.e., Delphi method) to chart patterns in social (e.g., visitor conflicts) and ecological (e.g., damages to natural resources) intensities across multiple spatial and temporal scales. The paper [18] researched externalities from recreation scale at the extensive and intensive margins of resource interaction.

The value of Ukraine's natural wealth (according to the estimates of the State Institute of the IESD of the National Academy of Sciences of Ukraine [19]) is estimated at 133 billion dollars. the USA, of which water capital accounts for 6.4% (8.6 billion dollars); land - respectively 44.7 (59.5); forest - 8.0 (10.6); mineral - 24.8 (32.9), ecosystem capital - 16.1% (21.4 billion USD). Such a structure of natural wealth corresponds to the structure of the natural resource potential of Ukraine determined by geographers-economists at the time, the basis of which is land and mineral resources. Territorial localization of recreational resources, accessibility, level of development, prospects for their further exploitation are of significant importance for the management system (Fig. 1).

Territorial features of concentration, as well as the use of natural resource potential in the regions of Ukraine show that the uneven distribution of the value of natural resources in the spatial dimension can be described by the Pareto law with a ratio close to 30:70, that is, on 30 percent of the regions (mainly the territories of the southeast of the state and The Dnieper region accounts for 70 percent of the natural wealth. In most regions, the provision of natural wealth of the population is average and lower than the average, but close to the average Ukrainian value [20].

Recreational potential is concentrated on lands of almost all categories according to the main purpose, however, the most

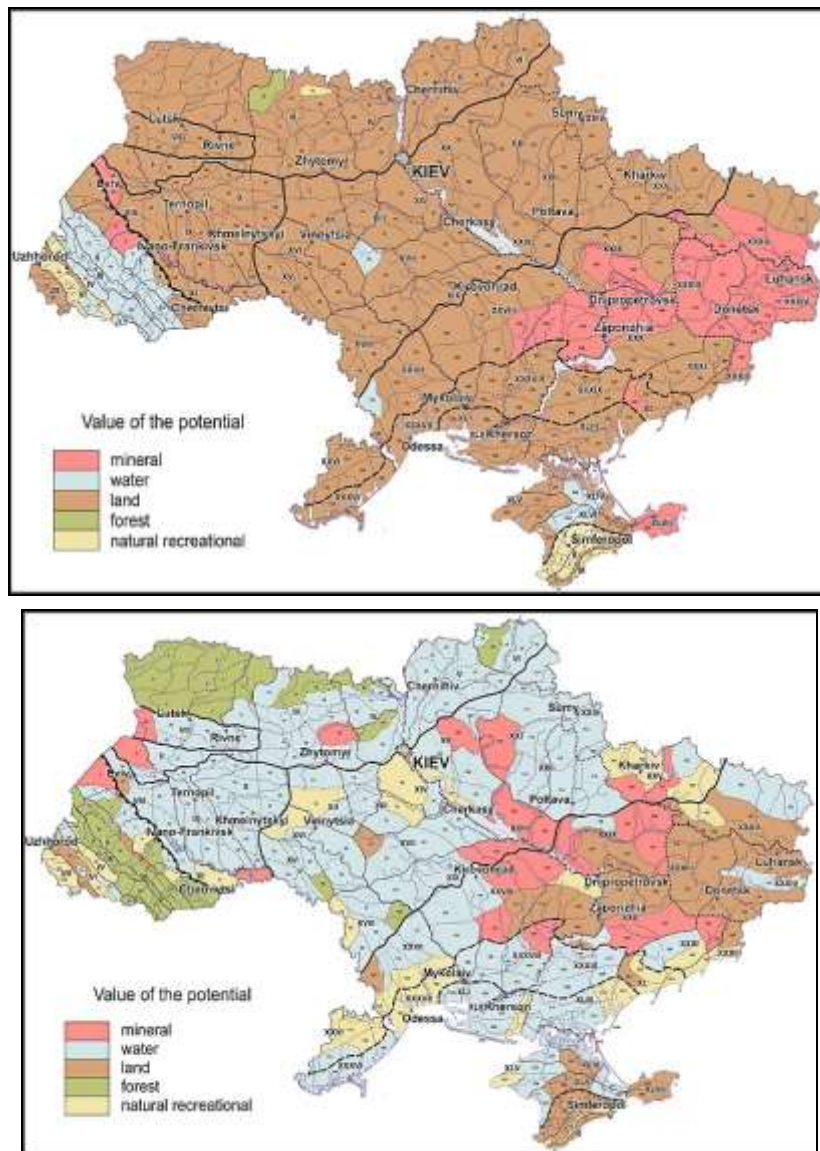


Fig. (1). Distribution of natural resources of Ukraine by physical-geographical zones and physical-geographical regions [20].

favourable conditions for recreation are characterized by lands of recreational, health, historical and cultural, nature and other nature conservation purposes, forestry purposes and water funds. The presence or shortage of free land resources in the region is often a determining socio-economic factor that affects the recreational development process, formation, use and organization of the territory. The assessment of the country's land fund distribution by category indicates that the largest specific weight is held by agricultural land - 42228.2 thousand hectares (70.0%) and forestry land - 9028.3 thousand hectares (14.9%) and the smallest - land for recreation - 27.5 thousand hectares, for health - 109.9 thousand hectares, and for historical and cultural purposes - 53.2 thousand hectares, which in total make up only 0.3%. The category of nature reserve and other nature conservation purpose lands make up 4.8% [21].

The military conflict in Ukraine, which began in 2014 and is still ongoing, has led to a number of dangerous impacts on soils and landscapes, surface and underground water, vegetation and wildlife and the hostilities have significantly in-

creased the risks of emergency situations at industrial enterprises and infrastructural facilities projects. The main danger in the conditions of the conflict is related to the possibility of environmental pollution due to accidents and serious work disruptions at industrial and other enterprises in the region [22]. Therefore, the study of the state and modern problems of recreational resources management during the period of complex transformational processes and its development in the post-war period is relevant.

The research was carried out on the basis of the following methods: monographic when studying and theoretically summarizing research on the scientific foundations of the management system of recreational territories; system analysis when analysing the mechanism of recreational resources management; the SWOT analysis method during the characterization of internal and external factors influence on the effectiveness of the state policy of the development of the tourism industry of Ukraine; abstract and logical when forming conclusions and proposals.

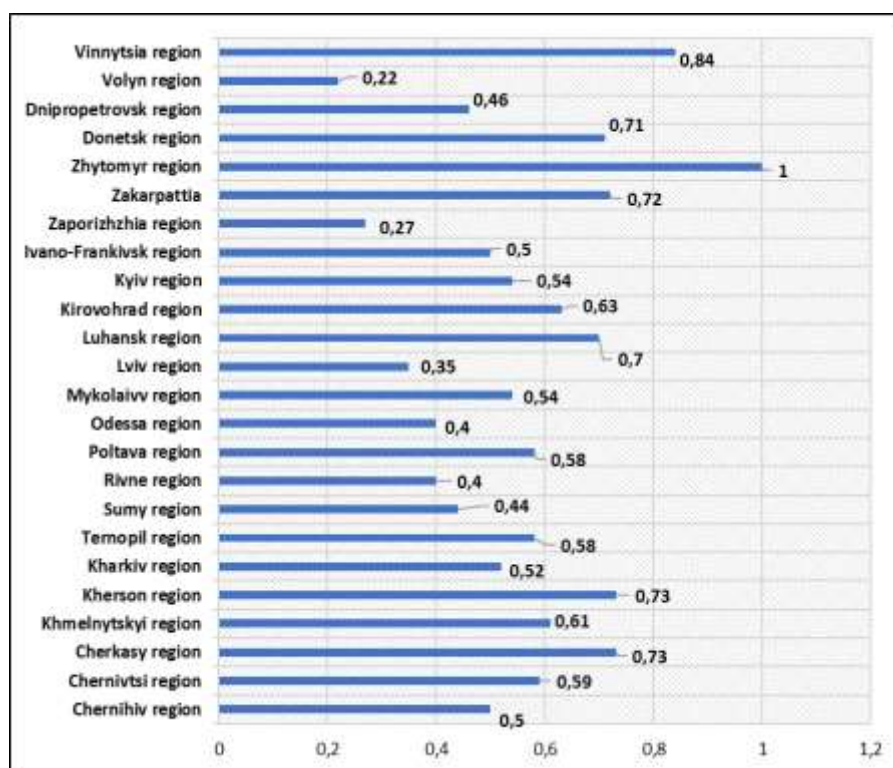


Fig. (2). The supply index of regions of Ukraine with general natural recreational resources (GNRR) *Compiled according to data [23].*

RESULTS

The results of determining the index of general natural recreational resources supply indicate that a significant part of the country's regions has a high and medium level of these resources supply (Fig. 2). Such information supply of the land resource management system allows management decisions to be made regarding the prospects for the use of recreational land.

The use, protection and reproduction of recreational lands is extremely important and remains relevant, especially in the conditions of complex transformational processes that took place in Ukraine both before and after 2014, and intensified today, during the period of large-scale Russian invasion of Ukraine. It should be emphasized that the geopolitical factors of instability in Ukraine (annexation of Crimea, temporary occupation of parts of Luhansk, Donetsk, Zaporizhzhia, Kherson regions, terrorist threats, escalation of armed conflict) became a catalyst for the aggravation of socio-economic problems in the life of our country, caused the intensification of crisis phenomena in recreational sphere. Already at the beginning of March 2022, as a result of military activity, military operations were conducted on a third of the resort and recreational areas of our country, which are about 9.1 million hectares (about 15% of the entire territory). At that time, they covered the territories of 900 objects of the nature reserve fund with an area of 12,406.6 square kilometres (1.24 million hectares) [24].

The effectiveness of the recreation functioning depends primarily on the perfection of regulatory and legal management of recreational resources. Recreational areas belong to the areas subject to special state protection in Ukraine. The con-

cept of "recreational zone" is defined in Article 63 of the Law of Ukraine "On Protection of the Natural Environment" - these are areas of land and water space intended for organized mass recreation of the population and tourism [25].

The process of managing recreational lands is carried out through a system of planning, legal regulation, control over the use and protection of lands. If we consider the process of planning the use of recreational lands, then, taking into account the current requirements of land legislation, the primary measures for the further use of recreational territories should be reflected in land management schemes and technical and economic justifications for the use and protection of lands of administrative-territorial units. According to the Law of Ukraine "On Land Management" [26], such schemes are developed in order to determine the prospects for the use and protection of land, for the preparation of reasonable proposals in the field of land relations, the organization of rational use and protection of land, land redistribution taking into account the need and further development of recreational land appointment (Fig. 3).

Recreational activities often have a negative impact on the surrounding natural environment. The threat to the environment is the uncontrolled construction of recreational complexes and infrastructure, the influence of recreationists, which consists in trampling, impoverishment of the species and quantitative composition of the biocenosis, damage to tree stands, soil compaction, burning and littering of the territory, etc. That is, there is an urgent need for the formation of such a recreational land management system that would be adapted to the realities of today and ensure the coordination of the economic, social and environmental interests of the state, business entities, individual members and society

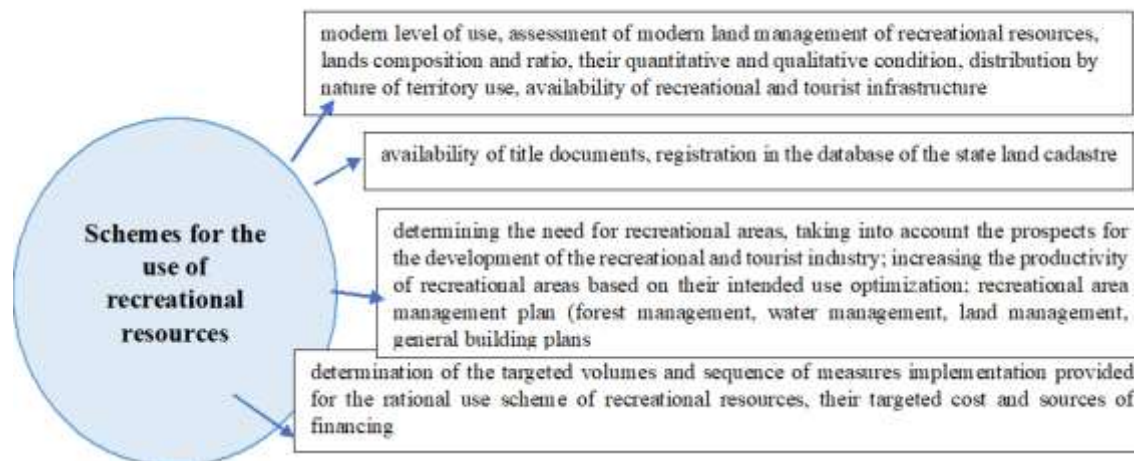


Fig. (3). The main issues that should be reflected in schemes for the use of recreational resources.

in general in the conditions of the development of market relations. At the same time, two possible options for the development of events can be considered. The first is the use of the management system existing in Ukraine with the optimization of individual functions in the field of recreational nature use. The second is the development of fundamentally new management mechanisms, adequate to the concept of sustainable development and market relations. They should be formed taking into account the multivariate forms of ownership, the economic evaluation of natural recreational resources, respectively, adequate payment for their use, the exclusion of a purely consumerist attitude to natural resources as gifts, etc.

When choosing the first option, the centralized management system, formed according to the hierarchical principle, will not have alternatives, will not encourage the development of local initiative, independence (at the regional level, in the entrepreneurship system) and consideration of problems specific to certain types of nature use, including recreational resources. Therefore, we believe that it is necessary to introduce new mechanisms of the management system, which would provide a solution to the complex problems of recreational land use. When managing recreational lands, it is necessary to comprehensively study the entire complex of natural resources, justify the optimal norms for their use, keep statistical records and analyse the consequences of economic activity, coordinate economic tasks with the requirements of ecological laws, etc. For this, first of all, the following tasks must be solved: justify the most expedient placement of recreational resources; ensure rational organization of recreational areas; establish optimal norms of recreational loads; predict the consequences of the impact of recreational activities on biocenoses, etc. The issues of forming effective communications between the relevant existing management bodies, departments to which recreational lands are subordinated and specialized organizational structures are essential.

At all stages of recreational land management, a considerable number of decisions related to the impact on the management object have to be made. This cyclical process begins with the determination of non-compliance of the object's parameters with the optimal or specified, and ends with the

adoption and implementation of decisions to eliminate the non-compliance. The structuring of the management decision-making process offered is shown in Fig. (4).

The offered algorithm consists of: 1) expansion of the preparatory stage; 2) organization of research and justifications; 3) cyclical improvement of management decisions; 4) organization of state control with operational calculations. The algorithm makes it possible to avoid the linear principle of achieving the optimal management solution.

In our opinion, a modern recreational land management system should ensure effective interaction of legal, organizational, economic, financial, and environmental protection mechanisms for the development of recreational areas. The legal mechanism is focused on compliance with the principles of constitutionality, legality and transparency. Organizational is to ensure the principles of partnership and cooperation of executive and local self-government bodies, representatives of business and science, public organizations. The main components of the organizational mechanism are the strategy implementation plan; targeted and regional programs for the development of recreation and tourism. The economic mechanism ensures compliance with the principles of sustainable territorial development and a high level of competitiveness by creating favourable conditions for attracting investments, providing support to domestic producers of recreational and tourist products, promoting the financial recovery of enterprises, and introducing modern information and marketing technologies. The financial mechanism ensures the implementation of the transparency and predictability principles of the state authorities actions in the distribution of state budget funds, investments, grants of international organizations, funds of other financial institutions. The environmental protection mechanism is focused on ensuring the effective operation of tools capable of preventing pollution, degradation and depletion of natural recreational and tourist resources, their rational use, restoration and preservation.

Thus, the application of the mentioned mechanisms is based on the accounting of the territory characteristics, the formation of a database on the activities of land users and eco-

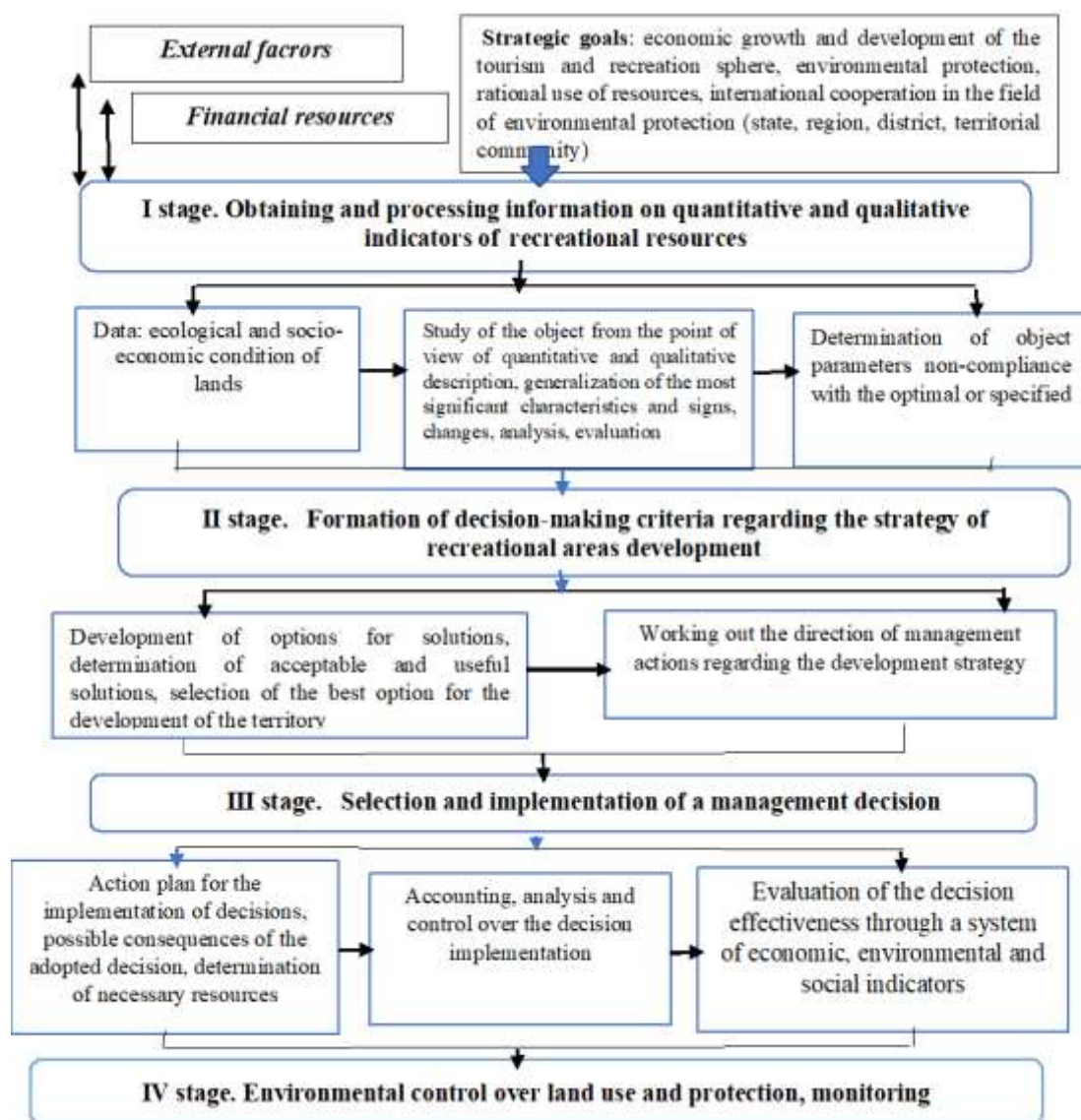


Fig. (4). General algorithm for management of recreational lands.

Developed by the authors.

logical problems of the territory, it provides the improvement of the methodology for diagnosing the ecological and economic condition of recreational lands, including land use, specification of schemes for the development of management measures, recreational complex support programs, cooperation forms improvement of activities and actions of business entities and state regulation systems according to public priorities with ensuring environmental safety of the territory.

According to the latest international studies, Ukraine is far from the first position in solving problems in the field of environmental protection. Thus, according to the International Environmental Efficiency Index (EPI) [27], compiled based on the results of 2020, Ukraine ranks 60th (out of 180 countries in the world). At the same time, for example, Estonia occupies 30th place, Lithuania - 35th, Latvia - 36th. Next to Ukraine are Venezuela, Uruguay and Albania. The leading countries are: Denmark, Luxembourg, Switzerland, Great

Britain and France. For Ukraine, the EPI Index highlights the most problematic indicators: the state of the environment — 69th place in the rating for this indicator, air quality — 86th place, sanitation and drinking water — 66th place. Every year, the top positions in this rating are occupied by European countries whose governments and citizens are clearly aware of the importance of environmental protection and invest significant financial resources in this area. Sustainable state programs make it possible to build convenient and safe infrastructure, provide the population with clean drinking water, keep emissions into the atmosphere from industrial enterprises and transport at a low level.

In Ukraine and in other countries of the world, there is a difference in the ratio level of budget expenditures on environmental protection to GDP or to the total volume of government expenditures. Within the framework of this study, it is appropriate to compare the budget resources used in Ukraine

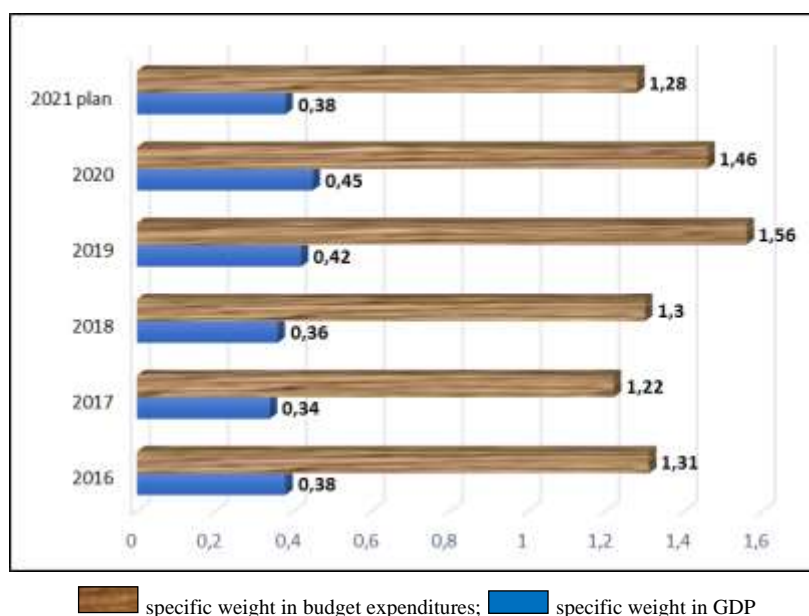


Fig. (5). The ratio of expenditures in the field of ecology and natural resources to GDP and to the total volume of expenditures of the state budget of Ukraine [27].

and other countries, for example, in the countries of the European Union. The highest share of environmental spending in GDP is in Belgium — 1.3%, Greece — 1.8%, Malta — 1.42%, the Netherlands — 1.4%, and the lowest — in Cyprus — 0.23%, Finland — 0.2% and Denmark — 0.39% [27]. The ratio of the level of expenditures in Ukraine is shown in Fig. (5).

The average value of this indicator for the period 2016–2021 is almost 0.38% of GDP. At the same time, the highest level was recorded in 2020 (0.45%), and the lowest in 2017 (0.34%). As for the total volume of expenditures, the average indicator for the above-mentioned period is 1.36% of the total volume of budget expenditures, while the highest level was recorded in 2019 (1.56%), and the lowest in 2017 — 1.22%.

Today, many areas of environmental protection, including recreational land, need budgetary support. To increase the level of institutional capacity of the central executive body, which ensures the formation and implementation of state policy in the field of environmental protection and ecological safety, it is necessary to evaluate the effectiveness of the relevant budget programs, and in the future - to reform the mechanism of financial support. Such steps should be formed according to the standards of the European Union, use electronic governance and modern automated information systems for the collection and processing of environmental data [27].

As we know, recreational areas are the operational base of the tourism sector. We believe that rural tourism is a promising direction for the use of recreational areas. A significant part of Ukraine's regions are rural areas, therefore green rural tourism in these regions can and should become a "point of growth". This type of tourism is valued for clean air, hospitality, local natural and cultural attractions. Rural green tourism can also become a factor in solving the problems of the region's backwardness in the priority direction of integrated

development of rural areas. The rural green tourism has developed in Ukraine: Table 1 – based on materials [28].

Table 1. Rural tourist destinations in Ukraine, 2020.

Region	Number of Tourist Destinations	Oblasts of Ukraine
West	27	Zakarpattia – 12; Khmelnytsky – 11; Ivano-Frankivsk – 3; Lviv – 1
Southern	3	Mykolayiv – 2; Odesa – 1
East	2	Dnipro – 1; Kharkiv – 1
Central	29	Kyiv – 13; Poltava – 5; Vinnytsia – 2; Cherkasy – 4; Chernihiv – 4; Sumy – 1

Source: the Rural tourism data bank in Ukraine [28]

As we can see, this is the initial stage of its evolution. However, given the limited international travel due to the pandemic situation, there is a potential opportunity to intensify rural green tourism in Ukraine. Therefore, given the slow development of this sphere during the period of Ukrainian independence in 1991-2019, and the existence of contradictions in its development, it is important to justify the second stage of the enlargement of Ukraine's rural tourism.

Before the war, Ukraine belonged to a group of countries with an insignificant influence of the tourism industry on the development of the national economy. The contribution of the tourism industry in our country was estimated by experts at 1.3 million dollars USA or 1.4% of GDP, and the Ukrainian tourism sector employs 1.2% of the total number of employed people in the country. For comparison, the tourism sector in Poland is valued at almost 8 million dollars USA or 1.7% of GDP, employment - 1.7% of the total number of employed persons in the country; in Turkey - 35.9 million dollars USA or 5% of GDP, employment - 2.3% of the em-

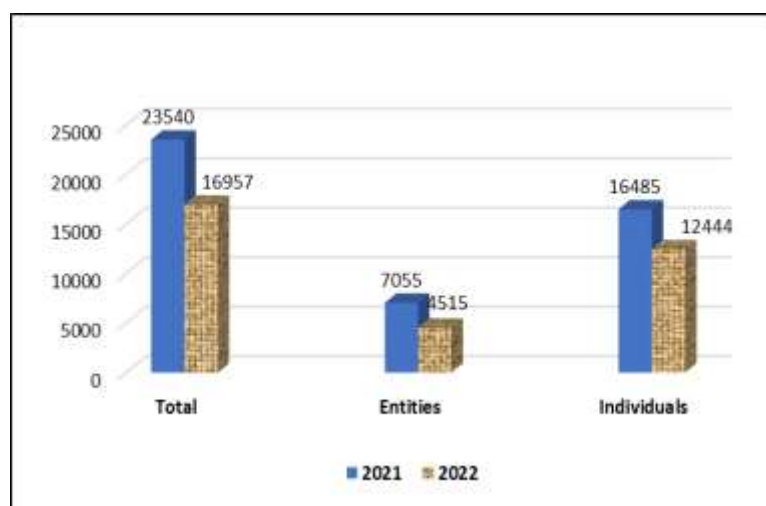


Fig. (6). Dynamics of the taxpayers' number engaged in tourism activities in Ukraine [30].

ployed population [29]. But despite the war, the tourism industry of Ukraine continues to work.

The longer the war in Ukraine continues, the more the losses of the tourism industry increase. Because of the war, revenues to the state budget from the tourism industry decreased by almost 34% [30]. In nine months of 2022, representatives of the tourism industry of Ukraine paid 33.34% less taxes than in the same period of 2021. Thus, the total number of taxpayers engaged in tourist activities decreased by an average of 28% in nine months of the current year. At the same time, it was recorded that the number of legal entities decreased by 36%, and the number of individuals - by 25% (Fig. 6).

The largest share of revenues to the state budget for the nine months of 2022 was paid by hotels - almost UAH 673 million. But it is still 35% less compared to the same period in 2021. A 42% increase in the tax paid from the activities of boarding houses and hostels, which were used as temporary shelter for people who were forced to leave their homes due to the war, was recorded. But the share of tax paid from the activities of camping sites and children's recreation camps decreased by almost 65% - 110 million UAH of tax was paid, compared to 316 million UAH for the same period in 2021 [30]. There is also a 32% decline in the activities of tourism operators - they paid UAH 125 million in taxes to the state budget in the first 9 months of this year, while for the same period in 2021 they paid UAH 184 million to the state treasury. There is a slight decline in tax revenues - 5% from the activities of travel agencies. Tour operators specializing in domestic tourism also partially resumed their work in the Western territories of Ukraine. It can be stated that little by little, Ukrainians began to afford short trips around the country in order to reset, to maintain work capacity and psychological peace. Thanks to the tourist activity of Ukrainians, a whole chain of related industries - carriers, restaurateurs, manufacturers of craft products - get a boost.

To analyse the prospects for the use of recreational resources for the international tourism of Ukraine, we used the universal and widespread worldwide method of SWOT analysis. We balanced the influence of internal strengths and weak-

nesses with the influence of external favourable opportunities and threats (Table 2).

Table 2. SWOT analysis of international tourism of Ukraine.

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Favourable geographical location (geographical centre of Europe); 2. Diversity of landscapes and natural zones; 3. Rich historical heritage; 4. Availability of the country's official tourism brand; 5. The country's openness to international cooperation; 6. Visa-free regime with the EU; 7. Unique ethnic colour and culture of both individual regions and the country as a whole; 8. Unique and world famous cuisine. 	<ol style="list-style-type: none"> 1. Low level of infrastructure quality; 2. Unstable level of service; 3. High cost of service, in particular during periods of increased visitation of the country by foreigners; 4. Unstable political situation; 5. Citizens' devaluation of their cultural heritage and, as a result, their tourist potential; 6. Low awareness level of the country's tourist resources among foreigners; 7. The state does not sufficiently promote the country's tourism brand; 8. Imperfect legislation in the field of tourism.
Opportunities	Threats
<ol style="list-style-type: none"> 1. International cooperation in helping to overcome the war in Ukraine; 2. Acceptance of Ukraine as a member of the EU; 3. Investing in the tourism industry of Ukraine; 4. Development of Western hotel chains; 5. Staff training abroad; 	<ol style="list-style-type: none"> 1. The possibility of conflicts with foreigners on low-level tolerance among citizens of Ukraine; 2. Military aggression by the Russian Federation; 3. The threat of technological disasters; 4. Increasing the level of epidemics; 5. Increasing the level of terrorism

6. The European population will change its attitude towards the population of Ukraine as a cheap labor force;	in the world;
7. Use of world experience in the course of cooperation for research, organization and management of the tourist services market;	6. High level of emigration;
8. Use of world experience in the course of cooperation to improve the legislative framework.	7. Bad attitude towards the population, as a result of the low image of the country;
	8. Ukraine's energy dependence on neighbouring countries.

After defining all the criteria of the SWOT analysis, we compared in pairs all the strengths and weaknesses, as well as the opportunities and threats of international tourism of Ukraine. For the assessment, we used a scale of 1, 0, and -1,

where a score of 1 is a positive effect when two factors are combined, a score of 0 is no or insignificant effect, and a score of -1 is a negative effect (Table 3).

The sum of points from the comparison of strengths and opportunities is 32, the sum of points from the comparison of weaknesses and opportunities is 13, which gives a total of 45. The sum of points from the comparison of strengths for threats is -18, the sum of points from the comparison of weaknesses and threats is -38. As a result of a pairwise comparison, it can be said that strengths in combination with weaknesses and opportunities (45) compensate for those negative effects that were formed in the combination of weaknesses and strengths with threats (-38), which is a good result and shows that at the moment Ukraine is in a situation where it has every chance for effective development of international tourism in the country.

Table 3. Expert assessment of SWOT analysis factors interaction.

	S ₁	S ₂	S ₃	S ₄	S ₅	S ₆	S ₇	S ₈		W ₁	W ₂	W ₃	W ₄	W ₅	W ₆	W ₇	W ₈		
O ₁	0	0	0	1	1	0	0	0	2	0	0	0	1	0	0	0	0	1	3
O ₂	1	1	1	1	1	1	1	1	8	1	1	0	-1	-1	1	0	-1	0	8
O ₃	1	1	1	0	1	1	1	1	7	1	1	0	-1	0	1	1	-1	2	9
O ₄	1	1	0	0	1	1	1	1	6	-1	0	0	-1	0	0	0	0	-2	4
O ₅	0	0	0	0	1	1	0	0	2	1	1	0	0	0	0	0	1	3	5
O ₆	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
O ₇	0	0	0	1	1	1	0	0	3	1	1	1	0	0	1	1	0	5	8
O ₈	0	0	1	0	1	1	0	0	3	1	1	1	0	0	0	0	1	4	7
	3	3	3	4	7	6	3	3	32	4	5	2	-2	-1	3	2	-1	13	
T ₁	0	0	0	-1	-1	0	-1	0	-3	0	0	0	-1	0	-1	-1	0	-3	-6
T ₂	-1	-1	-1	-1	-1	-1	-1	0	-7	0	0	-1	-1	0	-1	-1	0	-4	-11
T ₃	0	0	0	0	0	0	0	0	0	0	0	0	-1	0	0	0	0	-1	-1
T ₄	0	0	0	0	0	-1	0	0	-1	-1	0	0	-1	0	0	0	0	-2	-3
T ₅	0	0	-1	0	0	-1	0	0	-3	-1	0	0	-1	0	0	0	0	-2	-5
T ₆	0	0	0	0	-1	0	-1	0	-2	0	0	0	-1	-1	0	0	0	-2	-4
T ₇	0	0	-1	-1	0	0	0	0	-2	-1	-1	-1	-1	-1	-1	0	0	-6	-8
T ₈	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	-1	-1	-3	-3	-3	-3	-3	0	-18	-3	-1	-2	-7	-2	-3	-2	0	-20	
	2	2	0	1	4	3	0	3		1	4	0	-6	-3	0	0	-1		

Source: developed by authors.

According to the analysis, the strongest sides of our country, namely those that have maintained a high index under the influence of both opportunities and threats, are: the country's openness to international cooperation (total indicator 4); visa-free regime with the EU (total indicator 3); unique and world-famous cuisine (total indicator 3). The weakest parties, namely those whose weakness was strengthened by the

influence of threats, or was not corrected by the influence of opportunities, are: unstable political situation (total indicator -6); devaluation by citizens of their cultural heritage and, as a result, their tourist potential (total indicator -3); imperfection of legislation in the field of tourism (total indicator -1). Opportunities that would bring the maximum benefit to the development of international tourism in our country, would use

the strengths of our country and also melt away the weaknesses, are: investing in the tourism industry of Ukraine (total indicator 9); acceptance of Ukraine as a member of the EU (total indicator 8); use of world experience in the course of cooperation for research, organization and management of the market of tourist services (total indicator 8); use of world experience in the course of cooperation to improve the legislative framework (total indicator 7). The most dangerous threats that can destroy the benefits of the strong sides and strengthen the weak sides are: military aggression by the Russian Federation (total indicator -11); bad attitude towards the population as a result of the low image of the country (total indicator -8); the possibility of conflicts with foreigners due to the low level of tolerance among Ukrainian citizens (total indicator -6).

DISCUSSION

Ukraine has a powerful natural, historical and cultural potential for the development of the recreational sphere. At the same time, there is a sufficient amount of natural resources in our country that could potentially be used for recreational and tourist purposes, but they are not yet involved in economic circulation and are not used for the benefit of society. Such a situation, according to the authors [31], which should be supported, is explained by the insufficient motivation of the business entities state to use natural resources in the recreational and tourist business. We believe that the state should take the necessary measures to effectively manage the recreational resources of our country.

Some scientists [23] consider the integral potential of the territory as a collection of all its resources and the territory itself as a field of interaction of social and natural components, including its transport and geographical position. Like them, we accept that the basis for the management of recreational lands is the basic (aggregate, integral) potential of a certain territory, which is formed under the influence of certain factors: external (market, legal, administrative, political, international), internal (consumers of recreational services, competitors, prices for services and prices for resources).

To effectively implement the task of strengthening the role of natural resource potential as a source of the nation's well-being, it is necessary to change the methods of managing the natural resources of the territories, widely introduce a spatial approach, use the possibilities of digitalization, platform formats of economic development, apply a comprehensive system of financial management tools, including a fiscal component, form a local modern levels modern business ecosystem economic formations, etc. In our opinion, it is the spatial digital model of managing natural resources, including recreational ones, as assets of territorial entities, that will ensure the interests realization of every society member in the economic process. That is, such a model integrates management structures, business and population of the community, district, etc. into a whole.

In our opinion, the creation of a recreational areas cadastre is a priority, as it is an information resource that contains information about natural and artificially created recreational objects, without which it is impossible to make adequate decisions regarding the further use of the territory.

CONCLUSIONS

Recreation and tourism are important ways in which people interact with and benefit from the environment. Understanding how and where nature provides opportunities and benefits for recreation is essential for management decisions that affect the environment. One of the main reasons for the progressive deterioration of the ecological situation, the decrease in the quality of the natural environment of the regions of Ukraine, including recreational areas, lies in the imperfection of the system and methods, management and influence on economic subjects of a recreational orientation, the results of which activities on the extraction of natural resources, their use, transformation of natural landscapes lead to disruption of connections between the components of the natural environment and its intense pollution.

Analysing the current nature protection legislation of Ukraine, it was established that in the system of state management bodies in the field of protection and use of recreational resources there is no body whose competence is exclusively for the management of recreational areas; in fact, all state bodies are endowed with management functions in relation to recreational resources, along with management functions of resources, objects, territories.

The current state of recreational land development requires a progressive state management strategy. These lands require special protection. Such protection is implemented by including these lands in the ecological network, limiting their extraction (purchase) for other needs, and limiting anthropogenic impact on such lands. The offered management decision-making algorithm makes it possible to avoid the linear principle of achieving the optimal management decision.

An important task of the management system is to improve the mechanism for the use of land for recreational purposes. The solution to this task can be carried out: by making changes to the current legislation that relate to establishing the purpose of land plots, approving land management and land assessment documentation related to the creation of new land plots, by transferring appropriate powers to land resources bodies that have the highest level of management competence in these matters; for assistance in the development of land management projects regarding the organization and establishment of boundaries of territories of health, recreational, and historical and cultural purpose; for improving the quality of land resources bodies staffing, promoting the improvement and development of land management education, as well as separating it into a certain field of knowledge.

Further development of the recreational sphere will depend on the rational use of recreational resources. It is also a priority to introduce and popularize new types of recreation, such as rural green tourism, using the historical and ethnographic features of the territory of our state. As a result of determining the prospects for the use of recreational resources for international tourism, using the SWOT analysis method, it was established that the strengths in combination with weaknesses and opportunities compensate the negative effects that were formed when the weaknesses and strengths were combined with threats, which is a good result and shows, that at the moment Ukraine is in a situation where it has every

chance for the effective development of international tourism in the country.

The issue of the need to develop land management documentation for defining boundaries and establishing modes of protection and use of recreational territories and their protection zones; approval of the relevant boundaries and regimes in the established order, their inclusion in the state land cadastre and urban planning documentation, as well as the development of a number of measures to attract investments for the creation of recreational infrastructure and the disclosure of the recreational potential of the territory and, first of all, the inclusion of all recreational resources of the relevant territory into recreational lands remains urgent.

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