

Development of the Management Mechanism Recreation and Territorial Resources

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Abstract: The conducted research indicates that the development of the recreational industry in Ukraine should be built on the basis of a synergistic combination of the recreational economy with foreign economic activity, that is, on the basis of a balanced variety of recreational activity with priority development of foreign recreation. In the practical implementation of the mechanism of management of recreational and territorial resources of the Ukrainian Black Sea region, a SWOT analysis is proposed, which allows reliable use of powerful synergistic connections based on the harmonious unity of society's relations with nature. Combinations of the characteristic features of the paired matrix allow you to determine the opportunities and threats that must be taken into account when developing a strategy for the development of the recreational industry. Attention is focused on the sustainable development of land use, as a tool that determines the solution of practical tasks in the economic sphere at the expense of increasing the investment attractiveness of land use of recreational areas on the basis of rational nature management. The latter circumstance will make it possible to qualitatively use the natural resource potential of the land and increase the level of production efficiency.

Keywords: Recreation, recreational and territorial resources, SWOT analysis of tourism and recreation potential, stage of development of the recreation industry, tourism and recreation business.

INTRODUCTION

Recreation includes a system of activities that are related to the use of people's free time for their health, cultural, educational and sports activities in specialized areas that are outside their permanent residence.

Recreational resources provide restoration and development of human vital forces spent in the process of work, that is, they serve to regenerate health and maintain the working capacity of the population.

The prerequisite for the development of recreation is recreational resources - a set of natural and anthropogenic objects and phenomena that can be used for recreation, treatment and tourism. In this regard, the tourist-recreational region can be represented as a complex taxonomic entity made up of a number of subsystems: tourist-recreational areas, nodes, centres, points. The allocation of such territories makes it possible to more effectively assess the tourist and recreational potential of the territory, and on the basis of such an assessment, make management decisions for the development of the recreational industry.

Under the condition of overcoming military aggression on the territory of Ukraine, the state of recreational resources should be thoroughly analysed. Among other important issues that need to be resolved, first of all, the need for a comprehensive development of a mechanism for the restoration, further formation and development of recreational resources attracts attention. It is, first of all, about the formation of an effective strategy for real promotion of the growth of social and economic efficiency of recreation in Ukraine and the replenishment of state and local budgets. The need to create a single regional program for the development of the recreational sphere is urgent. But if we take into account individual strategies of economic and social regional development, then in each of them it is emphasized that one of the strategic goals is the qualitative development of the tourism and recreation industry. The general planning scheme of the territory of Ukraine also provides for the development and support of settlements that have significant natural and historical and cultural potential.

Therefore, in view of the above, in peacetime recreational activities should have a direct impact on the environmental policy of countries, contribute to the restoration, preservation and development of valuable recreational resources through the adoption of social legislative acts, the reproduction and

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further development of the network of national parks, natural and historical and cultural nature reserves and other protected objects. Thanks to recreation, the ecological awareness of the population should increase, the general environmental protection status of the region and the country should improve.

The development of export and import recreation, which determines the balance of various types of recreational activity on the basis of eliminating the underdevelopment of recreational infrastructure and increasing the level of service quality, should be a priority for the development of the economic activity of our state. Such measures should potentially contribute to the growth of the recreational index of our country, which currently makes up less than 1% of the world's recreational flow.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

In a general sense, the term "recreation" (from French recreation, Polish rekreacja - rest, from Latin recreatio - restoration of strength) characterizes not only the process and measures for the restoration of human strength, but also the space in which it takes place. But, so far there is no single definition of the concept of recreation.

Modern approaches to the definition of the concept of "recreation" have attracted the attention of scientists during the last dozen years. Thus, L.S. Bezruchko [1, p.16] distinguishes the following aspects: the activity aspect, which should be understood as a process or method of rationally organized psychophysical activity of a person, aimed at achieving a system of goals determined by the essence of recreation; subject-value aspect, as a set of scientific-methodical, organizational and material-technical support of human recreational activity; the aspect of the personified result of activity, as a set of useful changes, achievements, effects that occurred in the sphere of mental, spiritual and physical life activity of a person.

Kobanets L. [2] analyzes the conceptual provisions of management of the development of recreational activities and notes its main task, which is related to the provision of recreational services aimed at the reproduction of physical, mental and moral forces, development, as well as the process of reproduction, rehabilitation, rest, recovery, formation of sanatorium-resort, tourist, health and educational zones.

The financing of recreational trails in rural areas in Sweden in the natural areas of the highlands is the predominant problem for the development of tourist destinations, according to the authors Nowak M., Heldt T. [3]. It is concluded that voluntary contributions from public organizations, people can provide effective strategies for financing recreational nature trails for cycling.

A study was conducted to improve the quality of parks for active and passive recreation based on the study of the economic level of users. Data analysis was performed using the Bonferroni test and SPSS software. The current research method is causal-comparative using a random sample of 363 high- and low-income park-goers in Tehran neighborhoods. It has been proven that the benefits of active and passive

recreation depend on various demographic factors, including the economic level of the user [4].

In Namibia, it was investigated how the degree of involvement of local communities in nature-based tourism, and the benefits that are generated for them, impact the choices that tourists make when visiting developing countries. More than 400 visitors were interviewed in various locations in Namibia using a discrete choice experiment and subsequent reinvestment of tourism revenue [5].

THE PURPOSE OF THE RESEARCH

Is to generalize and develop the theoretical and practical principles of the mechanism of management of recreational and territorial resources of the Ukrainian Black Sea region, preservation and development of the state of the recreational sphere.

RESEARCH METHODOLOGY

The research was carried out using the following methods: monographic - when studying and theoretically summarizing research on the scientific foundations of the management system of recreational and territorial resources of the region; system analysis - when forming the main provisions of the management mechanism of recreational areas; comparative and statistical - based on the results of data analysis on the state of recreational resources of the territories; abstract-logical - when forming conclusions and proposals; graphic - to visualize the research results.

RESEARCH RESULTS

Ukraine has a powerful potential (natural and historical and cultural) for the development of recreational infrastructure and is influenced by a significant set of environmental factors: political, economic, legal, infrastructural, etc., which reflect the characteristic features of the country's social organization, formed historically. However, significant investments are needed to bring the recreational infrastructure in line with global service quality standards.

The main factors that cause the negative process of lowering the physical and moral condition of a person are [6]:

- the growth of scientific and technical progress contributes to the minimal physical participation of a person in the processes, but at the same time leads to the expenditure of significant mental and neuropsychological qualities of a person, contributes to the development of neuropsychological and physical diseases of the population;
- the agglomeration of territories, which leads to difficult living conditions for people: clustering of enterprises, environmental pollution, fast-paced life. In such conditions, the development of recreation, which is one of the most effective methods of preventing diseases among the population, is becoming increasingly widespread.

The most common is the division of recreational resources into:

- Natural recreational resources are natural bodies, phenomena, processes, elements, landscape, which are located in a certain territory and can be used for recreation and human

Table 1. Classification of recreational and territorial resources of the region.

Classification Sign	Recreational and Territorial Resources
By the nature of the vehicles used	automobile, bus, aviation (flight and charter), railway, steamship (sea, river, cruise)
By degree of mobility	stationary; movable
By the number of participants	individual; group
By age	baby; adult; mixed
According to the nature of the organization	regulated (planned) amateur: organized, disorganized
By seasonality	year-round; seasonal: summer, winter
On a territorial basis	suburban (local); regional; regional; nationwide; international
By duration	short; long
By legal status	national (state); international (foreign)
According to the nature of the use of recreational resources	1) climate treatment, balneological, mud treatment 2) route, walking and sports, industrial and walking, bathing and beach, water sports, water walking, underwater swimming, fishing, hunting, skiing, mountaineering 3) naturalistic, cultural and historical
On the main motive of recreation	therapeutic; health and sports; cognitive

health. Natural recreational resources should also be understood as factors, substances and properties of components of the natural environment, which have qualitative and quantitative parameters favourable for recreational activities and serve or can serve for the organization of recreation, tourism, treatment and rehabilitation of people. These include multi-purpose medical and health-improving factors (forests, medical climatic areas, surface waters), medicinal substances (mineral waters, mud, ozokerite), as well as recreational properties of mountain and foothill landscapes, protected areas.

- Historical and cultural recreational resources are cultural monuments created by man, which have social and educational significance, cognitive interest and can be used to satisfy the spiritual needs of the population.

- Socio-economic recreational resources, which include the material and technical base of recreational facilities, a part of material production that directly meets the needs of recreation, infrastructure facilities used by recreation, as well as labour resources employed in the recreational economy [7].

Recreational resources also include balneological (mineral water, mud), climatic, landscape, beach and cognitive resources. They are located almost all over the territory of Ukraine, but their territorial distribution is very uneven. A detailed classification of recreational and territorial resources is presented in Table 1.

It should be noted that the lack of perfect statistical studies of the recreational industry remains a white spot and does not give a complete picture, does not reveal an assessment of its importance for the country's economy. First of all, the meth-

odological development of a unified assessment of the contribution of this industry to the national economy as a whole requires a perfect approach [8].

However, at the current stage of the development of the recreational industry, the following main economic functions of the recreational economy are defined: income, foreign economic, job creation, equalization. In addition, in global practice, the main indicators of economic efficiency from the recreational industry are used:

- Total income from recreational enterprises at the regional level;
- Profitability from the recreational economy in the export of goods to other countries (rapa, mules, mineral waters, etc.);
- Expenditure on recreational economy in importing goods from other countries;
- Indicators of the number and quality of jobs in the recreational economy;
- The influence of the tourist industry, recreation and health care enterprises on regional development.

However, the development of the recreational potential of Ukraine is conditioned by socio-demographic factors that determine the recreational demand: demand from the number of elderly pensioners, urbanism, high level of education, growth of free time.

The second important factor is the popularization of free time, holidays and postponed holiday dates in order to extend vacations - all this contributes to the development of the culture of rest, treatment and is positive for Ukrainian tourism. The close-to-Eastern mentality of a Ukrainian allows

you to never forget the need to rest well. The increased interest of Ukrainians in the life of other countries and in world civilization turned out to be important.

The tourism and recreation business is developing in many countries for many reasons: a high level of profitability, a minimum payback period, growing demand for tourism and recreation services, small initial investments, etc.

In addition, this business initiates the development of related sectors of the economy: production of consumer goods, development of communications, trade, construction, agriculture and others. Secondary, but no less important factors of the successful development of the tourist and recreational business should include the adaptation of profits to the greening of agricultural land use and anti-erosion control within forest-agrarian landscapes, etc. [9, 10].

According to the World Tourism Organization, on average, every dollar spent brings a return of 250 times. Most foreign countries are developing the recreational industry as a priority area of the national economy. It should also be noted that the recreational sector in the gross national income reaches 15-35% in the following countries: Hungary, Czech Republic, Austria, Switzerland, Italy, France, Spain, Portugal.

If we equate these profitability levels, we can conclude that Ukraine loses billions of hryvnias annually. The damage becomes even more real when you realize that we are losing tens of thousands of potential jobs. According to the average indicators, 9 people are needed to serve one foreign vacationer. And in the Ukrainian tourism and recreation industry, only 1 worker out of 300 is employed, which is 30 times lower than the similar global indicator [11].

Resource support by workers in the recreation industry is defined by the following features:

- periodicity of work by seasons, which leads to an uneven distribution of working time. The seasonality of recreational services stimulates the multidisciplinary nature of jobs, which means the opportunity to work on different functional responsibilities depending on the season;
- a specific percentage of employed part-time working days per year;
- significant demand for low-skilled labor;
- limited automation of workplaces, meaning service and maintenance services.

Such features have their advantages and disadvantages. For obvious reasons, they are the source of the unpopularity of jobs in the recreation industry. But the alternation of working capacity by seasons and partial employment can act as certain factors in order to provide additional sources of income for certain categories of the population (elderly people staying on welfare states, housewives, people without a permanent place of work, unemployed, students and others).

A positive feature of the recreational industry is noted - the dynamics of the growth of the provided services leads to an increase in the number of jobs faster than in other areas of the economy.

All these and other features of the state of the recreational industry are determined by the insufficient attention of the

state to this sphere of the economy, which leads to further decline and destruction of facilities of recreational sphere complexes from year to year. This situation primarily concerns recreational complexes and objects inherited from the times of the USSR and whose fate has not yet been definitively resolved. Their territorial status and property rights are not fully defined and not brought to the constitutional norms of Ukraine.

Today's realities are such that the recreational industry in Ukraine is undergoing extensive development. In these conditions, the task of intensive rational use of the potential of the recreation fund is decisive. The main attention should be directed to increasing the coefficient of variability of its operation and further territorial transformations with the aim of reorienting the land fund to the development of this industry. Therefore, the creation of artificial recreational facilities, for example, camping sites, summer camps, beaches, etc. The priority should be the planning and construction of new recreational enterprises according to modern planning instead of physically and morally outdated ones. Under such conditions, it is necessary to promote autonomous heating of heat supply systems, motor transport and warehouse facilities. Separate attention should be paid to the specialization of sewage treatment plants, power supply lines, laundry facilities, water supply networks, sewerage and communications. Logically structured recreation complexes will save up to 25% of one-time costs and up to 15% of operating costs.

A really high level of economic efficiency of the recreational sector can be achieved by increasing the productivity of the service sector, one-time and current costs should also be reviewed in order to reduce them and optimize complex development and placement, concentration of funds. And the funds saved from the reconstruction should be directed to the hot current areas of recreational construction. Implementation of mathematical models of rational use of labor resources in the recreation industry, automated programs of modern construction, centralization - these are the prospects for the future. To this list should be added: involvement of auxiliary services and variation of the market of recreational services. Special emphasis should be placed on the creation of national tourism corporations.

Our country has significant natural recreation and has a significant number of cultural and historical monuments. This potential is 9.4 million hectares or 16% of the country's territory, which represents natural landscapes that are valuable in terms of recreation and tourism, and therefore also in economic terms. However, it should be recognized that most of the valuable territories are not sufficiently developed. On the basis of conducting an audit of the recreational sphere of each region, it is necessary to determine the territories that are involved in the recreational turnover but are used without proper principles of rational nature management. Such a comprehensive assessment of various variants of the sequence of use of recreational resources and their further development should be determined by the prospects for the development of the recreational industry in Ukraine.

Recreational activities in the Black Sea steppe zone have one of the highest levels in the country. Here, resort recreation ranks second after Crimea. The initial indicators are the ca-

capacity of medical and medical and recreational facilities in the recreational context.

There are the following health resort zones: Odesa, Mykolaiv, Kherson and Dniester-Danube. In total, they cover 970 health and recreation facilities. This is more than 32% of the national total. They include 188 sanatoriums and boarding houses with treatment cycles and about 186 rest houses and boarding houses.

In the Odesa region, the following resorts are involved in the treatment industry [12]: Karolino-Bugaz, Arkadia, Velikiy Fontan, Chornomorka, Kuyalnik, Lebedivka, Lermontovsky, Luzanivka, Kholodna Balka, Khadzhibeysky and Serhiivka. There are two campsites, 44 hotels, and one motel in the region. More than 100,000 people can be accommodated in the recreational and tourist facilities of the region at the same time. The oblast has total facilities: 704 centers for the stay of tourists and vacationers, among them - 578 boarding houses, houses and recreation centers, 43 sanatorium-resort institutions, 46 children's health centers.

The Kherson region is rich in Ukrainian sea beaches, which account for up to 15.5%. There are about 346 recreation and health facilities, although according to statistical information, the region receives only 5% of tourists vacationing on the sea coast. This situation indicates the unrealized potential of the tourist industry of the Kherson Region. Indeed, the number of tourists on the sea coast can be as much as five times more. The problem of studying this issue lies in the organization of domestic and inbound tourism, the formation of quality service and is limited by the insufficient capacity and quality of the hotel fund.

The non-compliance of the field of recreational services with international standards complicates the provision of services at the international level. Thus, the total capacity of the hotel business of the Odesa region is determined at the level of 9.5 thousand places, but at the same time there are only 4.0 thousand places in tourist class hotels. Although, in the pre-war period, an increase in tourist facilities was observed: tourist bases increased to 7.9 thousand places and camping sites to 2.3 thousand places.

Analysis of financial receipts from the recreational industry lead to significant financial costs for short-term inbound tourism and its dominance. In general, one or two day trips are expected. According to the results of such short-term actions, the resource potential is not used to the full extent, and it is reduced by 30-40%. Too low efficiency of exploitation of the recreational potential lies in the lack of adaptation of objects to year-round functioning. The number of vacationers is more in June-August, up to 60-65%. But the expert assessment based on the results of diagnosing the statistical indicators of the average annual load must be at least 70% of the entire period of their operation. Taking into account world experience will allow the accumulation of funds sufficient for the restoration of the material and technical base.

The seasonality of recreational and tourist activities is caused by the presence of a warm period of the year (June-August) and significantly limits the active development of health facilities. The demand and occupancy of sanatorium-resort facilities is up to 40%, as a result of which the full restoration of fixed assets at the level of global requirements and

modern standards is not ensured. In the future, it is necessary to increase the financial indicators, which would be determined to improve the conditions of vacationers, the development of new facilities, recreational and tourist infrastructure.

In this sense, Berezan Island has a recreational value, the history of which preserves the remains of an ancient Greek settlement in the northern Black Sea region. The Kakhov Reservoir, the Dnipro Basin, Zmiiny Island and spits of the regional landscape park "Tiligulskyi", mineral springs, forest areas also need to be organized territorially and determine the appropriate level of recreational load.

The recreational and tourist center for tourists and vacationers is the coastline cut by estuaries from the legendary Olbia to Odesa region (Ochakiv town, Rybakivka village, Kobleve village) with fertile natural conditions and is a place for rest and recovery. "Olvia", which is a monument of Greek settlements on the Black Sea coast of the Mykolaiv region.

However, the development of recreational areas is a problem of financial planning and overcoming psychological barriers imposed by state authorities and local self-government bodies. Evidence of this opinion is the fact that since the creation of nature-protected territories and objects in the Black Sea steppe zone, the boundaries of these territories have only been partially established. Projects for the organization of these territories with their appropriate zoning and allocation of recreational zones also need to be developed. For this reason, nature-protected territories are used spontaneously, ecosystems suffer from excessive anthropogenic loads, as a result of which a whole range of nature-protected territories has lost its functional purpose.

The reason for the unsatisfactory use of recreational resources is that local authorities did not pay due attention to the development of this industry due to lack of funding. Therefore, the relevant measures, which determine the following areas of tourism development, were not fully implemented:

- improvement of the industry management system;
- strengthening the material base of tourism;
- expansion of international cooperation in the tourism industry;
- improving the quality and expanding the range of tourist services;
- improvement of transport service;
- increasing the efficiency of the use of recreational resources and cultural heritage objects;
- improvement of information and advertising support;
- implementation of effective innovative activities;
- improvement of human resources.

The "Program for the development of tourism and resorts of the Mykolaiv region for 2021-2023"[13] is the basis for the creation of a complex management base for the tourism industry in the Mykolaiv region. But Russian aggression prevents the implementation of a system of measures that need to be implemented in accordance with international quality

standards and taking into account European values, which, based on the use of internal potential, will be able to ensure the achievement of strategic goals, create safe conditions and a high quality of life in the region, in which high-tech industry will be harmoniously combined, developed transport and logistics infrastructure, ecological agriculture, recreational and health tourism, safe environment.

The situation is such that each regional council (Mykolaiv, Odesa, Kherson) separately develops and approves programs for the development of tourism and recreation potential, but when it comes to the issue of rational use of recreational resources of the Black Sea steppe, there is a need to apply a systemic approach. That's why we suggest using a SWOT analysis, which allows you to rank the strengths and weaknesses of recreational activities, to analyze opportunities and threats to its development (Table 2).

Table 2. SWOT analysis of tourist and recreational potential of the Ukrainian Black Sea region

Positive sides	Negative sides
1	2
Location: Southern Ukraine, the center of the Ukrainian Black Sea region	Insufficient coverage of the Ukrainian Black Sea region in the world
Basins of the Black and Azov Seas, the Southern Bug River, the Dnipro, the Danube, steppe landscapes	Weak infrastructure of recreation centers, sanatoriums, hotels, and treatment centers
A favorable climate for living and farming, the duration of summer is 4.5-5 months (approximately 2000-2700 hours of sunlight). The duration of the bathing season is 3-3.5 months	It is necessary to increase the information component regarding the recreational resources and opportunities of the region
Mud healing properties and treatment with pus from lakes	Unsatisfactory condition of the communal infrastructure of potential recreation centers
The presence of legendary places associated with history	Absence or unsatisfactory condition of organized solid waste disposal sites in recreational areas
Availability of monuments of archeology, architecture, culture and art, museums, excursion sites and developed routes	Unsatisfactory condition or absence of return water treatment systems, drainage systems in recreation centers
An extensive network of highways	Unsatisfactory state of roads;
Implementation of traditional festivals, fairs, sports events to develop the image of the region	Small amounts of investment in the development of recreation in the region
Recreation within the objects of the nature reserve fund of international importance	The need to modernize and restore most medical facilities in accordance with international standards

Changes are potentially possible in the field of recreational and tourist activities, which open up new opportunities for post-war Ukraine. The considered positive and negative

sides, opportunities and threats that stand in the way of sustainable development of recreational areas encourage people to look at the nature of the relationship between man and nature in a new way (Table 3).

Table 3. Potential and risks of development of recreational potential Ukrainian Black Sea Coast in the post-war period.

Opportunities	Threats
1	2
Motivating the interest of potential investors in the recreational resources of Southern Ukraine	Insufficient implementation of competitive advantages along with more attractive recreational areas
Expansion of the recreational network at the expense of potential consumers of the recreational product in industrially developed regions of Ukraine	The risk of environmental threats in the Dnipro basin (chemical and pharmaceutical enterprises, nuclear power plants and gas power plants)
Prolongation of international cooperation	Imperfect legislation
Promotion of the development of private medical facilities suitable for the development of recreational infrastructure	Communicative unattractiveness of outdated or partially destroyed treatment centers after bombings before admission for treatment
Orientation of recreational facilities to specific segments of the recreational market	Imbalance of the social and economic efficiency of the use of recreational resources and the need to preserve them
Inventory of the state of recreational areas and lands suitable for the development of ecological and sports tourism, fishing and hunting	Insufficient provision of the recreational industry with highly qualified specialists due to emigration abroad

With the help of the SWOT matrix, paired combinations are investigated (positive and negative sides, opportunities and threats) and those that should be taken into account when developing a strategy for the development of the recreational industry are highlighted.

In practical terms, such an analysis should become one of the primary tasks of managing the recreational potential of the Black Sea steppe, capable of effectively using powerful synergistic connections, ensuring the desired harmonization of human and society's relations with nature on the basis of their organic unity.

In order to radically change the situation for the better, the further development of social relations in the recreation industry should be developed on the basis of the formation of the recreation policy of the Black Sea steppe. As a top priority, it is necessary to carry out a recreational and economic analysis and assessment of environmental risks with the aim of optimal functioning and development of recreational areas.

Attention should also be focused on the external environment, which can be presented in the form of functioning:

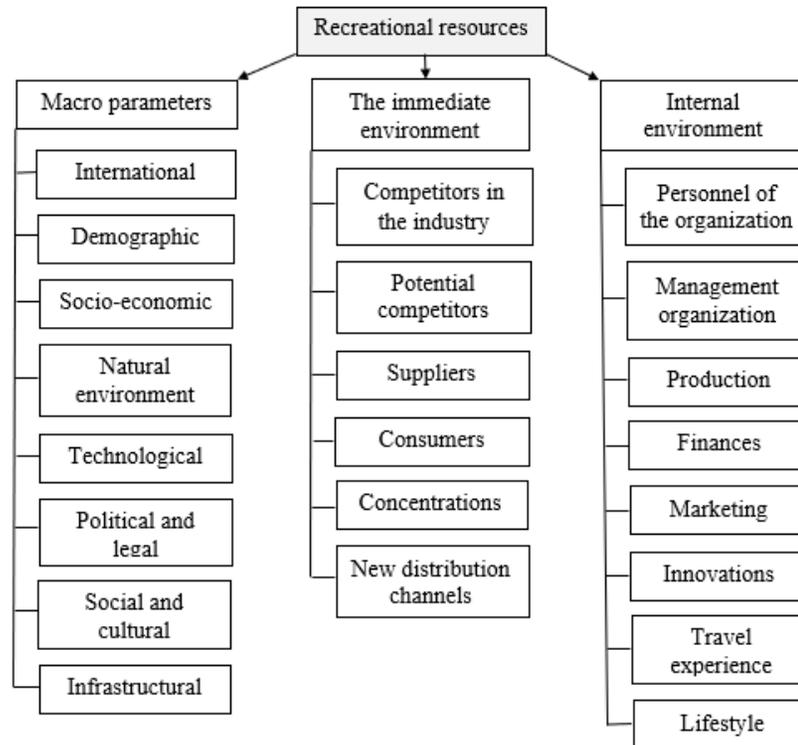


Fig. (1). The structure of the influence of the external environment on management decision-making in the recreational industry of the Ukrainian Black Sea region.

macro parameters, immediate environment and internal environment.

- Macro parameters involve studying the impact of the following components: international, demographic, socio-economic, environmental, technological, political-legal, socio-cultural, infrastructural components;

- The immediate environment is analyzed at least according to the following indicators: healthy competition of existing organizations, potential competitors - the threat of new economic structures appearing on the market, cooperation with suppliers, a sufficient level of consumer service, concentration processes, new distribution channels;

- The internal environment should include the following components: employees of the organization, management functions, financial reporting, marketing and promotions, innovative proposals.

In the social sphere, components such as travel experience, lifestyle, and leisure are of great importance.

The main components and factors that affect the state of use of recreational areas of the Ukrainian Black Sea region and the overall relationships between them are presented below (Fig. 1).

The priority areas of development of the recreational and tourist complex of the Ukrainian Black Sea region are:

- implementation of an effective image and marketing policy aimed at popularizing the recreational and tourist complex;
- formation of an integrated information system in the field of recreational and tourist services;

- formation of tourist destinations with sustainable development of communities, where socio-economic life will be largely ensured by the development of tourism;

- promoting the implementation of investment projects and proposals for the restoration and strengthening of the existing material and technical base of tourism, implementation of effective innovative activities;

- creation of recreational and touristic infrastructure on historical, cultural and natural and recreational territories and objects of the region;

- carrying out a set of organizational measures regarding the declaration of recreational areas of the Black Sea coast as resorts with the corresponding status;

- expansion of international and interregional cooperation in the field of tourism;

- systematization and standardization of quality and expansion of the range of tourist services;

- increasing the efficiency of the use of recreational resources and objects of cultural heritage;

- improvement of human resources.

CONCLUSION

The development of the recreational industry in Ukraine in the post-war period should be based on a balanced type of recreational activity with priority development of foreign recreation, i.e. priority development of recreational regions of Ukraine based on the combination of recreational economy with foreign economic activity. The main condition for

the implementation of this proposal is the active role of the state in supporting the development of the recreational industry, which can have a significant positive impact on the economy, and under appropriate conditions can become the most important item of the gross national income of Ukraine.

The sustainable development of land use determines the solution of these tasks in the economic sphere due to the increased investment attractiveness of land use of recreational areas on the basis of rational nature management. The latter circumstance will make it possible to qualitatively use the natural resource potential of the land and increase the level of production efficiency. In the ecological sphere, man-made and ecological safety of human activity is guaranteed from the point of view of environmental protection. In the social sphere, we should expect an improvement in the working and living conditions of the population with a bias towards supporting a full-fledged living environment throughout the territory of Ukraine.

In practical implementation, the SWOT analysis should become one of the primary tasks of managing the recreational potential of the Black Sea steppe, which allows reliable use of powerful synergistic connections based on the harmonious unity of society's relations with nature. Combinations of the characteristic features of the paired matrix allow you to determine the opportunities and threats that must be taken into account when developing a strategy for the development of the recreational industry.

PROSPECTS FOR FURTHER RESEARCH

In the event of the cessation of full-scale aggression of the Russian Federation on the territory of Ukraine, it is advisable to conduct an inventory of the state of the tourism and recreation industry at the regional level and plan a mechanism for its development, which should be based on the territorial zoning scheme of regional land resources. The presence of such a scheme will make it possible to calculate the potential capacity of the recreational area and, depending on the availability of certain resources, to apply appropriate measures: from the construction of health resorts to the arrangement of tourist tents, places for short-term rest or eco-trails.

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