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ORGANIZATION OF RECREATION AND TOURISM ACTIVITIES AT THE LOCAL LEVEL

Background. Recreation and tourism activities at the local level belong to the priority areas of community development and the work of local self-government bodies. In today's difficult conditions, the effective organization of recreation and tourist activities at the local level contributes to the achievement of social goals and social standards, solving important problems of the local economy, creates conditions and opportunities for the development of small and medium-sized enterprises, determines the need to improve the institutional support of local self-government bodies. Therefore, the study of the main tools, methods, and means of organizing recreation and tourism activities at the local level is aimed at grounding the priority areas of increasing its efficiency, rational use of the resource potential of territorial communities, their integrated development.

Methods. To obtain scientific results, methods of dialectical and formal logic were used – to study the essence of recreation and tourist activities in territorial communities; statistical methods – for data presentation; complex and systematic approaches – to study the conditions and results of cooperation of territorial communities in the area of recreation and tourism, as well as cluster activities, structural methods – to assess the existing processes of development of the tourism sector and determine their main problems, analytical and comparative methods, comparison – to study the directions of support and development of tourism entrepreneurship.

Results. The essence and importance of recreation and tourist activities at the local level are grounded. The components and structure of recreation and tourist potential are investigated. The powers of local self-government bodies in recreation and tourism are studied. The features of using sectoral strategies and local target programs as the main tools for recreation and tourism activities of local self-government bodies are considered. The institutional-legal, organizational-managerial, social, financial-economic mechanisms for regulating the processes of implementation of strategies for the development of recreation and tourism are grounded. The state of use of public-private partnership in the area of recreation and tourism is investigated. A cooperation of territorial communities is defined as an effective form of realization of recreation and tourist activities. The role of tourist clusters is substantiated. The directions of support and development of tourism entrepreneurship are defined.

Conclusions. Today, for the effective organization and implementation of recreation and tourist activities at the local level, it is necessary to expand the regulatory and legal support for the area of recreation and tourism to ensure the mutually agreed functioning of all participants in recreation and tourist activities, tools, methods and forms of its implementation.

Keywords: recreation and tourism activities, local self-government authorities, resource potential, recreation and tourism potential, strategizing, cooperation, clusters, tourism entrepreneurship

Background

The relevance of the study. The functioning and management of the development of territories during the war period in Ukraine becomes not only an urgent issue but also vital. Today, the directions for restoring the country are actively discussed, and implement projects, and initiatives that provide conditions for the current provision of public services and an appropriate standard of living for citizens. Recreation and tourism activities at the local level are among the priority areas of community development, which in today's difficult conditions, on the one hand, contributes to the restoration of human vitality and positively affects the quality of life of the population as a whole, and on the other hand, recreation and tourism activities as a component of the local economy activates its growth, stimulate employment, development of destination infrastructure, growth of revenues to budgets of different levels. The development of related industries, in particular transport, trade, communications, construction, agriculture, production of consumer goods and others, largely depends on the state of the recreation and tourism sphere, which allows it to be considered one of the determining directions of the structural transformation of the national and local economy, as well as a priority for the development of communities and territories.

The purpose of the article is to study the content of measures of local self-government bodies on the organization of recreation and tourist activities at the local level. To achieve this purpose, the task to analyze the tools, methods, and measures for organizing and implementing recreation and tourist activities at the local level was set.

Literature review. Various aspects of the formation and development of the recreation and tourist sphere, in particular recreation and tourist activities, as a sphere of market relations, factors and prerequisites for socio-economic development, employment, rational use of resources, development of small and medium-sized enterprises, filling local budgets, reproduction of labor potential are devoted to thorough scientific developments of Ukrainian scientists: L. Bohush, O. Hrishnova, E. Libanova, L. Lisohor, V. Novikov, D. Stechenko, T. Tkachenko, N. Fomenko and others. Many domestic scientists worked on the scientific problems of the recreation and tourist potential of regions and territories: M. Butko, Yu. Zinko, V. Rudenko, L. Cherchyk. However, a thorough analysis of the works of these authors shows that today this topic is complemented by new aspects, which require further research.

O. Hulych, B. Kravtsiv, M. Krachylo, V. Poliuha researched tools for implementing recreation and tourism policy. The

issues of entrepreneurial activity in the area of recreation and tourism were considered by S. Danylina, H. Kotsiurbenko, O. Shykina (theoretical foundations of the development of entrepreneurial activity in the area of tourism), N. Bohdan, O. Kravets, and A. Sokolenko (revealed the essence of investment support management for the development of tourism and hotel businesses at the regional level), however, in our opinion, there is not enough research on entrepreneurial activity in the area of tourism in the conditions of the post-war restoration of Ukraine. At the same time, the organization of recreation and tourism activities at the local level, despite the significant number of publications relating to its various aspects, requires further in-depth research.

Methods

There were used methods of dialectical and formal logic in the article – *to study the essence of recreation and tourist activities in territorial communities; statistical methods – for data presentation; complex and systematic approaches – to study the conditions and results of cooperation of territorial communities in the area of recreation and tourism, as well as cluster activities; structural methods – to assess the existing processes of development of the tourism sector and determine their main problems, analytical and comparative methods, comparison – to study the directions of support and development of tourism entrepreneurship*

Results

In difficult conditions of functioning, local self-government bodies are forced to direct their efforts to find the most optimal ways to meet the basic needs of their communities. Each community in Ukraine has its own resource potential, the rational use of which creates benchmarks to meet the needs of the community and its development. Recreation and tourist activities cover various socio-economic areas, this is the production of services, goods for recreation and tourism, and profit from the sale of tours, and reducing morbidity and labor losses, increasing labor productivity, extending the terms of labor activity, as well as cash inflow, expanding the scope of labor applying, increase of employment of the population. The latter is especially important, because it allows more rationally, on an integrated basis, to use labor and other resources. It can be argued that this is the main purpose of recreation and tourist activities at the local level.

Important in the planning and organization of recreation and tourism activities is the rational use of existing recreation and tourism potential, which is "a combination of both direct recreation and tourism resources, and all available resources (natural-resource, industrial, labor, financial-investment, technological, information and environmental) and the possibilities of the relevant region, which can be used or are used to fulfill the physiological existence of man (rest, recreation, and tourism), ensuring the activities of the subjects of the recreation and tourist sphere of the economy, achieving the sustainability of regional development" (Horyn, 2014).

Recreation and tourist potential is determined by recreational conditions and recreational resources, namely:

- 1) natural and geographical – natural conditions, natural resources, spatial territorial and water resources, landscape resources, biosphere resources;
- 2) historical and cultural – historical and cultural ensembles, historical and cultural objects, historical and cultural monuments and artifacts;
- 3) man-made – man-made objects, man-made systems, man-made landscapes, agricultural landscapes, urban environment, rural settlement;

4) economic – recreation and tourist activities, recreational infrastructure, transport, services, foreign economic activities;

5) social – social infrastructure, management and marketing, law and order and public safety, population mentality, environmental situation, quality of life of the population, ethnographic environment.

The components of the recreation and tourist potential are a complex of recreational conditions and resources, the formed recreational and tourist infrastructure, the service sector, developed industries, and types of economic activity that provide rest, recreation, and tourism services to the flows of recreants and travelers, the bodies and structures of the organization and management of recreation and tourist activities, the population that forms the flows of recreants and tourists and provides recreation and tourist activities. Recreation and tourist potential of the country (territory) is characterized by such components:

- 1) recreational and tourist resources – natural, natural-economic, cultural-historical, socio-economic;
- 2) tourist destinations – objects, places of attraction, tourist routes;
- 3) infrastructure of recreation and tourist activities – accommodation and food facilities, transport and communications, leisure and entertainment facilities, financial services and insurance, a network of technical means of information, medical care, and public safety;
- 4) for inbound tourism: the mentality of the population (traditions, customs, hospitality, clothes, tastes, characters), the history of the region;
- 5) for outbound tourism: population, income level, quality of life, the mentality of the population;
- 6) the service sector and its orientation towards recreation and tourist activities;
- 7) resources of organization, marketing, and management of recreation and tourist activities;
- 8) ecological situation and environmental activities;
- 9) the legal framework for recreation and tourism activities;
- 10) law and order and personal safety of recreants and tourists;
- 11) support for recreation and tourism activities by public administration bodies and local self-government bodies (Danyliuk, 2011).

The key social goals of the development of recreation and tourist activities at the local level in our country are: ensuring the right of citizens to rest, freedom of movement, etc., when traveling; environmental protection; improving the coverage of health and recreation services and human development in general; further development of recreation and tourism, focused on meeting the needs of the population for rest and recreation, while creating new jobs, increasing employment, increasing incomes of the state and citizens, deepening international cooperation, protection and preservation of recreation and tourist resources, effective use of natural and cultural heritage (Kotenko, 2017).

Because of this, local self-government bodies, as institutions that are designed to promote the development of recreation and tourism activities at the level of territorial communities, within their powers: "approve local tourism development programs; determine the funds of local budgets for the financial support of local programs for the development of recreation and tourism; entrust their executive bodies with financing local tourism development programs at the expense of the local budget; take measures to stimulate economic entities engaged in the provision of tourism services, etc." (On Tourism, 1995).

To organize recreation and tourist activities at the local level, a complex of tools and methods is used.

The main instruments of recreation and tourism activities of local self-government bodies are sectoral strategies that can be taken into account in the strategies of socio-economic development of territories, and local target programs. The use of these tools will help determine the place and priorities of the recreation and tourism sector in the economic structure of the regions, reduce differences between industries, avoid conflicts in priorities, and better plan the spatial development of communities and territories, taking into account their potential.

Strategizing allows you to create a full understanding of the strategic development of the recreation and tourism industry as part of the economic complex of the territory in the form of a strategic model that corresponds to the potential opportunities for the development of territories in this direction; determine the criteria for the success of such development and effectively allocate resources. The implementation of strategies requires the development of appropriate mechanisms, the use of which in various combinations will contribute to the integration and coordination of the subjects of the tourism market and related industries and the focus of their efforts in the direction most appropriate from the standpoint of implementing the overall regional strategy.

Today the regional mechanisms for regulating the processes of implementing strategies for the development of tourism and recreation are: institutional and legal (normative legal acts, permits, national and international standards and certificates, etc.); organizational and managerial (concepts, programs, projects, plans, methods of analysis and monitoring, information systems, principles of administration, forms of cooperation, coordination and collaboration); social (macroeconomic indicators (income level, price level, pension level, social benefits, employment level, etc.), sectoral indicators (minimum and average salary in the industry, employment level in the industry, price level in the industry, fuel price level, etc.), regional indicators (minimum and average salary, employment level, price level, fuel price level, etc.); financial and economic – local and fees, tax benefits, depreciation, loans, insurance, real estate value, public procurement, lease terms of state and municipal institutions, land rent, conditions for the allocation of land for the construction of tourist facilities, methods and forms of support for small businesses (Nod, 2022).

Local targeted programs in the recreation and tourism sector in modern conditions allow the effective use of resources and direct the potential of enterprises, institutions, and organizations to solve priority tasks for improving the sanatorium and resort economy, tourism, and recreation, as well as creating favorable conditions for improving the quality of tourist services. The purposefulness and clarity of tasks in such program documents, which are strategic documents at the community level, will contribute to improving the effectiveness of management decisions by comprehensively taking into account the features of the recreation and tourism industry and related economic activities, considering the intentions of industry entities and other interested structures regarding the prospective development of recreation, as well as specially developed mechanisms for the implementation of program activities.

Programs for the development of recreation and tourism as one of the tools for organizing recreation and tourism activities at the local level provide an opportunity:

to realize the priorities for the development of tourism and recreation in the community; concentrate financial, logistical, labor, and other resources; direct the potential of enterprises, institutions, organizations to solve priority tasks aimed at improving the state of the sanatorium and resort economy, tourism and recreation and creating appropriate conditions to ensure a qualitative growth in the level of tourist services. Recreation and tourism development programs are aimed at the coordinated development of tourism products and tourism services at the community level; rational and balanced use of recreation and tourism potential of the territory; development of tourism infrastructure; support, stimulation of tourism business development.

To carry out recreation and tourist activities at the local level, local self-government bodies use public-private partnerships as a form of rapid development and an effective means of attracting investment and overcoming crisis phenomena. Public-private partnership is an effective tool for more efficient and qualitative fulfillment of the tasks of public authorities in the area of development, preservation, restoration, and popularization of historical and cultural monuments, conservation and development of cultural and national identity; creation of favorable conditions for the development of recreation and tourism; creation of a tourist product and provision of tourist services, promoting the attractiveness and attendance of recreational and tourist facilities and destinations (Lisitsyna, 2013).

As of 01.01.2024 198 agreements were concluded on the terms of public-private partnership, of which 22 agreements are being implemented (10 – concession agreements, 6 – joint activity agreements, 6 – other agreements), 166 agreements are not being implemented (115 – are not implemented, 51 – terminated/expired), 10 are suspended due to the armed aggression of the Russian Federation against Ukraine. Most public-private partnership projects are implemented in the areas of water collection, treatment, and distribution – 8; tourism, rest, recreation, culture, and sports – 4; production, transportation, and supply of heat and distribution and supply of natural gas – 4; least of all – in the area of waste management, except for their collection and transportation – 2 (The status of PPP implementation in Ukraine..., 2024).

In order to effectively organize recreation and tourism activities at the local level, local self-government bodies use the cooperation of territorial communities in accordance with the Law of Ukraine "On Cooperation of Territorial Communities" (On Cooperation..., 2014), which is dictated not only by the specifics of destination management, but also by the requirements for the consistency and scale of this activity. In Ukrainian realities, the relations of cooperation are exclusively contractual in nature, which should contribute to ensuring the stability of the partnership of territorial communities in the joint solution of local issues.

In the Register of Agreements on Cooperation of Territorial Communities, which forms the Ministry for Communities and Territories Development of Ukraine 23 agreements on cooperation of territorial communities in the area of tourism development have already been registered as of October 18, 2024 (Register of cooperation agreements between territorial communities..., 2024). The presence of such a form of cooperation between communities has many advantages per the legislation (Tymoshenko, 2021) (before the start of a full-scale invasion – giving priority to obtaining funding as part of the implementation of infrastructure projects of the State Regional Development Fund).

Following the current legislation, to implement joint infrastructure projects in the area of tourism and perform the functions of managing a tourist destination of common interest to the territorial communities of the region, it is proposed to create an organization for the management and marketing of the destination based on an agreement on cooperation of territorial communities in the form of a joint communal enterprise, institution or organization (Art. 13 of the Law) or in the form of the establishment of a joint managing authority (which can function as a separate executive body or as part of the executive body of a village, settlement, city council of one of the subjects of cooperation as a structural unit – department, division, management, project bureau, agency, etc.) (Article 14 of the Law) (Tymoshenko, 2021).

The organization of recreation and tourist activities through the functioning of clusters as an association of interconnected industries located in a certain territory leads to the creation of new jobs, the development of historical and cultural development and natural – resource potential of the territories, and also contributes to the Sustainable Development Goals.

The tourist cluster is considered by Yu. V. Tymchyshyn-Chemerys as "a system of intensive production, technological and information interaction of tourist enterprises, suppliers of basic and additional services regarding the creation of the" main product "of the cluster – a tourist product" (Tymchyshyn-Chemerys, 2015).

The configuration of the tourist cluster according to S. Nordin (Nordin, 2003) is "a complex of tourist resources that attract non-indigenous residents of the territory; concentration of companies aimed at meeting tourist demand (restaurants, accommodation sector, transport services, crafts and travel agencies, etc.); sectors and industries aimed at supporting tourism services; environmentally friendly and cheap infrastructure; companies and institutions that provide the necessary qualifications of personnel, information support and financial capital; internal agencies organizing and implementing the cluster concept; public bodies that regulate and coordinate structures affecting cluster formations".

Thus, the cluster approach to the organization of recreation and tourism activities at the local level involves focusing on a limited area of enterprises and organizations involved in the development, production, promotion, and sale of tourism products and recreational services, as well as activities related to tourism and recreation activities. At the same time, the activities of the cluster participants are focused on the preservation, renovation, and use of cultural and historical heritage objects, the construction, reconstruction, and operation of recreational and tourism industry facilities, facilities intended for sanatorium treatment, medical rehabilitation and recreation of citizens, as well as the extraction and use of natural medical resources. A feature of this approach is the focus on creating competitive advantages for the cluster participants, which contributes to the development and implementation of innovative projects in the tourism industry. At the same time, the basic principle of the enterprises included in the cluster is to create an advantage of the cluster through cooperation at the local level to compete at the interregional level.

The use of the cluster approach in tourism is aimed at solving such problems as the low degree of development of domestic tourism, the weak activity of investors, the inconsistency of the development of tourism infrastructure

with the requirements of modern consumers, etc. The creation of a tourist cluster contributes to the formation of a modern highly efficient and competitive tourist complex, providing ample opportunities to meet the needs of the local population, Ukrainian and foreign citizens in tourist services, making a significant contribution to the development of the economy, including through tax revenues to the budget, the inflow of foreign currency, increase in the number of jobs, preservation and rational use of cultural and natural heritage, recreational and tourist potential (Bondarenko, 2016). The experience of existing clusters shows that cluster associations are always ready to improve their means of production and ensure high-quality standards, introduce new technologies.

Scientists and practitioners believe that business clustering is likely to be one of the key tools for the post-war reconstruction of Ukraine, which can be supported by state and international grants.

The main role of local self-government bodies in the development of recreation and tourism in territorial communities is also due to their powers, which are not directly related to the area of tourism, but have an impact both on the functioning of business entities and on the popularity of the community as a tourist destination. Among them are: the establishment of local taxes and fees, zoning of the territory of the local community, ensuring the development of housing and communal services and road facilities in the community, etc.

However, the most important aspect of the activities of local self-government bodies (in particular, executive committees of local councils) in the direction of organizing recreation and tourist activities in territorial communities is their interaction with business entities (enterprises, institutions, organizations) whose activities are directly or indirectly related to the sphere of recreation and tourism, as well as residents of the community to solve problems and determine priorities for the development of tourism in the community. Establishing cooperation with business structures and the public takes place through the organizational mechanism for the development of recreation and tourism in local communities.

Supporting the development of entrepreneurship, particularly in the area of recreation and tourism in modern conditions, is one of the priority tasks of local self-government bodies. One of the areas of entrepreneurial activity is tourism entrepreneurship. Entrepreneurship in tourism eliminates social problems, accelerates the growth of budget revenues and the overall development of the country.

The development of tourism entrepreneurship provides significant support to the local economy and services, because business in the sphere of recreation and tourism is carried out in the following areas: productive (development of tourism services and related tourism products); commercial (intermediary activities, the main task of which is to promote and sell a tourist product to the consumer); financial (a set of works to attract and convert funds to recreate tourist services); advisory (providing recommendations on management issues, analysis of enterprise capabilities, financial management, marketing service work, etc.) (Danylina et al., 2020; Havryliuk et al., 2021).

The influence of tourism business on the socio-economic sphere of communities is characterized in more detail by accommodation opportunities (hotels, campsites, estates); recreational opportunities (parks, sports facilities, boarding houses); transport; trade; cultural opportunities (museums, information services); business opportunities

(shopping, crafts, exhibition activities); health opportunities (hospitals, pharmacies, laboratories); financial opportunities (insurance, currency exchange); dining opportunities (restaurant, fast food, cafe, coffee shop) (Havryliuk et al., 2021).

Today there is a positive trend in the development of tourism entrepreneurship. According to the State Agency for Tourism Development of Ukraine for the first quarter of this year, the state budget has already received UAH 616 million from the tourism industry.

In the first three months of this year, representatives of the tourism industry paid UAH 616 million 391 thousand to the budget. This is 61 % more than for the same period in 2023 when the budget received UAH 383 million 221 thousand. A year before the full-scale invasion, in 2021, the state budget received UAH 629 million 135 thousand. The total number of taxpayers engaged in tourism activities increased by 19 % compared to the first quarter of last year. The number of legal entities increased by 6 %, and individuals – by 24 % (In 2024, 616 million hryvnias have already been received..., n.d.).

The largest share of revenues to the state budget – 64 % was paid by hotels – UAH 395 million 194 thousand. This is 69 % more than in the same period in 2023 year (UAH 233 million 693 thousand) and 32 % more than in the same period in 2022 (UAH 299 million 782 thousand). In 2021, for the first quarter of the year the treasury received an almost similar amount – UAH 394 million 576 thousand from hotels.

Tax revenues from the activities of tourist operators increased by double digits – UAH 88 million 727 thousand paid in the first quarter of this year against UAH 44 million 854 thousand for the same period last year. In 2021, UAH 47 million were received by the state treasury from tour operators.

Tax revenues from the activities of travel agencies also increased – UAH 50 million 330 thousand were paid in the first quarter of 2024 against UAH 33 million 844 thousand for the same period in 2023. For the same period in 2021, tour operators paid taxes of UAH 46 million 238 thousand.

In the first three months of this year, the share of tax paid from the activities of campsites and children's recreation camps increased by 41 %. From these means of accommodation the budget received UAH 36 million 180 thousand in tax against UAH 25 million 653 thousand for the first three months of last year (In 2024, 616 million hryvnias have already been received..., n.d.). Thus, it can be argued that the tourism business has not only adapted to difficult working conditions during martial law but is also developing – creating jobs and supporting local communities.

Local self-government bodies are responsible for supporting and developing tourism entrepreneurship, creating conditions for starting new businesses in the recreational and tourism sectors. Such support should be carried out in different directions, in particular: financial, consulting, information, infrastructure, and educational. The involvement of entrepreneurship in recreation and tourist activities gives not only a positive effect on the level of development of the local economy but also forms qualitatively different directions of development in the conditions of limiting the growth of the raw material sector of the economy and developing investment potential for small businesses.

Today we can say that there is a mutual interest in the interaction of authorities and entrepreneurship. Business, which is focused on increasing the financial effect of their

activities, understands the profitability of productive cooperation with local self-government bodies and the public. In turn, local self-government bodies, being in constant communication with local businesses, are looking for opportunities, modern approaches, and tools to support them.

In addition to basic tools such as strategies and local target programs, local self-government bodies actively use:

- communication with entrepreneurs through the creation and maintenance of a register of entrepreneurs; providing useful information for entrepreneurs on investment objects and community investment proposals, grants and business assistance programs, training, and business events; sending electronic digests (about new programs and grants); providing basic advice on individual grants (support in the preparation of applications);

- organization of educational and business events aimed at training and exchange of experience, constructive discussions, establishing business contacts, developing certain decisions or action plans, and increasing the loyalty of local entrepreneurs to the community;

- industrial tourism as a way of mediation of local self-government bodies in increasing the profitability of enterprises (mainly agricultural) through promoting the business brand and popularizing the community brand;

- development of an investment passport (as a comprehensive information document that should contain a set of factors that, in combination, can motivate an investor to open a new business or expand an existing one) and the creation of an investment portal;

- mediation in cooperation with private investment objects, that is, cooperation with owners of private objects (land plots, commercial real estate, etc.) that can be sold or leased by new investors;

- promoting the creation or participation in clusters;
- community brand development as a purposeful process of formation, presentation, and promotion of a certain territory on the market (community brand can strengthen the reputation of business entities that are on its territory).

In the context of the organization of recreational and tourist activities at the local level, the issue of inclusiveness of tourist services is relevant. In today's conditions, inclusive tourism is a new segment of the tourism market. In addition, the development and support of inclusive practices will help increase the volume of sales of Ukrainian tourism products, which will contribute to the investment attractiveness and competitiveness of this area. In this case, the state and private sector of Ukraine should become really interested in providing financial and other comprehensive support to those who implement such an actual trend today in their activities.

When organizing recreation and tourist activities, local self-government bodies should take into account the prospects, directions, and possibilities of the post-war restoration of the country. Thus, many scientists who studied the restoration of the recreational and tourism sector in the post-war period identified such promising areas as:

- development of business, educational, medical, green, and military tourism (Motsa et al., 2022);

- the growth of the volume of tourist services provided, which is seen by ensuring the balanced development of territories in harmony with nature and the protection of natural resources (Roik, & Nedzvetska, 2022);

- complex restructuring of the sanatorium and resort industry, which will become the basis for developing a model for the development of tourism in Ukraine as the

most important sector of domestic and inbound tourism (Khudaverdiieva et al., 2022);

- restoring the tourism industry by creating conditions for optimizing and coordinating the activities of the main participants in the tourism and hospitality industry (Reva, 2022);
- promotion of cultural and natural heritage (Dvorska, 2022);
- development of inclusive tourism;
- anti-crisis management and universal anti-crisis measures, which can be divided into the following main areas: marketing research; advertising and PR; press releases; exhibitions and fairs; IT technologies; pricing; incentives; guarantees; promotion; variation of tourist products (Romanova, 2018).

Discussion and conclusions

Recreation and tourist activities at the local level should be considered as economic integrity, which is characterized by structural changes in the direction of expanding the market component and increasing its importance in solving socio economic problems of social development. Consequently, the recreation and tourism sector is a complicated multisystem, in the process of development of which it is necessary to take into account the economic, social integrity, and modern requirements.

Based on the analysis of the main tools of organization and directions of realization of recreation and tourist activities at the local level, priority directions of increase its efficiency are offered, namely: development of active types of tourism (green, sports, medical, business, health); growth of additional services and tourist tours in places of concentration of internally displaced persons; increasing the interest of domestic and foreign tourists to national monuments, iconic places and places of tragedies of a full-scale invasion of Ukraine, development of historical tours and programs; development of new technologies for the design and implementation of tourist products (tourist information centers, tourist geographic information systems); development and implementation of program documents of various levels of support for tourism entrepreneurship and deepening interregional interaction in the area of recreation and tourism.

In addition, it remains an important task to develop recreation and tourism activities to improve legislative regulation to expand the regulatory and legal support of recreation and tourism activities. Along with the improvement of the legislative and regulatory framework, an important element is the creation of institutional conditions for ensuring the development of recreation and tourism, strengthening methodological, organizational, and advisory cooperation with all Ukrainian tourist organizations and associations.

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ОРГАНІЗАЦІЯ РЕКРЕАЦІЙНО-ТУРИСТИЧНОЇ ДІЯЛЬНОСТІ НА МІСЦЕВОМУ РІВНІ

Вступ. Наголошено, що рекреаційно-туристична діяльність на місцевому рівні належить до пріоритетних напрямів розвитку громад та роботи органів місцевого самоврядування. Акцентовано, що в сьогодишніх складних умовах ефективна організація рекреаційно-туристичної діяльності сприяє досягненню соціальних цілей і соціальних стандартів, розв'язанню важливих проблем місцевої економіки, створює умови та можливості для розвитку малого та середнього підприємництва, визначає необхідність удосконалення інституційного забезпечення органів місцевого самоврядування. Отже, дослідження основних інструментів, методів та засобів організації рекреаційно-туристичної діяльності на місцевому рівні спрямовано на обґрунтування пріоритетних напрямів підвищення її ефективності, раціональне використання ресурсного потенціалу територіальних громад, їх комплексного розвитку.

Методи. Для отримання наукових результатів використано: методи діалектичної та формальної логіки – для вивчення сутності рекреаційно-туристичної діяльності в територіальних громадах; статистичні методи – для представлення даних; комплексний і системний підходи – для дослідження умов і результатів співробітництва територіальних громад у сфері рекреації та туризму, а також кластерної діяльності; структурні методи – для оцінення наявних процесів розвитку туристичної сфери та визначення їх основних проблем; аналітичні та компаративні, а також методи порівняння – для дослідження напрямів підтримки та розвитку туристичного підприємництва.

Результати. Аргументовано сутність і значення рекреаційно-туристичної діяльності на місцевому рівні. Досліджено складники та структуру рекреаційно-туристичного потенціалу. Розглянуто повноваження органів місцевого самоврядування у сфері рекреації та туризму. Розглянуто особливості використання галузевих стратегій та місцевих цільових програм як основних інструментів рекреаційно-туристичної діяльності органів місцевого самоврядування. Обґрунтовано інституційно-правовий, організаційно-управлінський, соціальний, фінансово-економічний механізми регулювання процесів реалізації стратегій розвитку туризму і рекреації. Досліджено стан використання державно-приватного партнерства у сфері рекреації та туризму. Визначено ефективною формою реалізації рекреаційно-туристичної діяльності співробітництво територіальних громад. Обґрунтовано роль туристичних кластерів. Розкрито напрями підтримки та розвитку туристичного підприємництва.

Висновки. Доведено, що на сьогодні для ефективної організації та здійснення рекреаційно-туристичної діяльності на місцевому рівні необхідним є розширення нормативно-правового забезпечення сфери рекреації та туризму задля забезпечення взаємозгодженого функціонування усіх учасників рекреаційно-туристичної діяльності, інструментів, методів та форм її здійснення.

Ключові слова: рекреаційно-туристична діяльність, органи місцевого самоврядування, ресурсний потенціал, рекреаційно-туристичний потенціал, стратегування, співробітництво, кластери, туристичне підприємництво

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