

УДК 338.48

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DOI: 10.32702/2306-6792.2024.12.68

MODERN TRENDS, MECHANISMS AND PROSPECTS FOR THE DEVELOPMENT OF TOURIST REGIONS OF UKRAINE

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СУЧАСНІ ТРЕНДИ, МЕХАНІЗМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ ТУРИСТИЧНИХ РЕГІОНІВ УКРАЇНИ

The purpose of the article is to study the trends, mechanisms and prospects for the development of tourist regions of Ukraine.

By analyzing, systematizing and summarizing the scientific works of many scientists, statistical data, the state and trends of the development of tourism business in the regions of Ukraine were determined, the problems of regional tourism development were identified, and the directions of the development of tourism business in Ukraine and its regions were substantiated.

As a result of the study, the current trends in the development of tourism in the regions of Ukraine were outlined: the revival of tourism alternates with recessions; in the global market situation, the image of Ukraine remains uncertain; dominant trends are the outbound tourist flow over the inbound one; in the structure of tourist flows based on motives both from Ukraine and to Ukraine, a larger share belongs to private tourism; the geographical structure of tourist flows is dominated by neighboring countries; tourism is most developed in the following regions of Ukraine: Kyiv, Kyiv, Lviv, Dnipropetrovsk, and Odesa regions; the least in Luhansk, Kirovohrad, Zhytomyr, Ternopil, Rivne, and Sumy regions.

The conducted research made it possible to identify important elements of the organizational and economic mechanism of the development of tourist regions: methods of an effective marketing strategy for promoting a tourist product on the market, compliance with the legislative framework and administrative apparatus, as well as methods of foreign economic activity. in the tourism industry, attracting investments, etc. The proposed components of the organizational-economic mechanism, namely regulatory-legal, organizational-management, financial-economic and information-analytical, will be able to ensure the sustainable development of tourist regions and at the same time provide a long-term character for the future.

Scientific research made it possible to determine the main components of risk management strategies and measures in the tourism activity of the region, namely risk assessment, planning and preparation, monitoring system, information security, cooperation with industry partners, insurance and financial measures, social interaction. In the course of the study, the authors also proposed the following stages of adaptation of the organizational and economic mechanism of the development of the tourist region: strategic planning, digital transformation, infrastructure development, public participation, sustainability and responsibility.

successful adaptation organizational and economic mechanism will allow tourists regions Not only Ukraine to survive in a global competitive environment, but also to become attractive and competitive direction for tourists, providing constant income and positive impact on development region.

Мета статті полягає у дослідженні трендів, механізмів та перспектив розвитку туристичних регіонів України.

Аналізуючи, систематизуючи і узагальнюючи наукові праці багатьох учених, статистичні дані було розглянуто стан та визначено тренди розвитку туристичного бізнесу в регіонах України, виявлено проблеми регіонального розвитку туризму, обґрунтовано напрями розвитку туристичного бізнесу в Україні та її регіонах.

У результаті дослідження було окреслено сучасні тренди розвитку туризму в регіонах України: поживлення туризму чергується із спадами; у світовій ринковій кон'юктурі імідж України залишається ще невизначеним; домінують тренди перевищення виїзного туристичного потоку над в'їзним; в структурі туристичних потоків за мотивами як з України, так і до України більша частка належить приватному туризму; в географічній структурі туристичних потоків домінують країни-сусіди; найбільше туризм розвинений у наступних регіонах України: м. Київ, Київська, Львівська, Дніпропетровська та Одеська області; найменше у — Луганській, Кіровоградській, Житомирській, Тернопільській, Рівненській, Сумській областях.

Проведене дослідження, дозволило виявити важливі елементи організаційно-економічного механізму розвитку туристичних регіонів: методи ефективної маркетингової стратегії просування туристичного продукту на ринку, дотримання законодавчої бази та адміністративного апарату, а також методи здійснення зовнішньоекономічної діяльності у туристичній галузі, залученні інвестицій тощо. Запропоновані складові організаційно-економічного механізму, а саме нормативно-правова, організаційно-управлінська, фінансово-економічна та інформаційно-аналітична, зможуть забезпечити сталий розвиток туристичних регіонів у майбутньому.

В ході дослідження авторами також запропоновано наступні етапи адаптації організаційно-економічного механізму розвитку туристичного регіону: стратегічне планування, цифрова трансформація, розвиток інфраструктури, участь громадськості, сталість та відповідальність. Успішна адаптація організаційно-економічного механізму дозволить туристичним регіонам України не лише виживати в глобальному конкурентному середовищі, але й стати привабливими для туристів.

Key words: region, tourist business, tourist flow (outbound, inbound, domestic), organizational and economic mechanism, sustainable development, investments.

Ключові слова: регіон, туристичний бізнес, туристичний потік (виїзний, в'їзний, внутрішній), організаційно-економічний механізм, сталий розвиток, інвестиції.

STATEMENT OF THE PROBLEM IN A GENERAL FORM AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

The start of the war had a negative impact on the functioning of the tourism industry in Ukraine and its regions. Despite this, the tourism sector of Ukraine's economy survived, and after the end of the war, Ukraine will become popular for tourist trips. Now there are many optimistic forecasts regarding the strategic development of tourist regions after the war [7, p.17].

The assessment of the formation of the existing tourist and recreational potential of the regions indicates the presence of significant interregional differences. The need to find new ways to realize the tourist and recreational potential, the low level of innovative activity in the regions and problems with attracting investment resources for the tourism industry require the development of a mechanism for forming a strategy for the development of tourist regions in the context of ensuring the competitiveness of the country's tourism industry.

The problems of effective promotion of tourist and recreational potential in the regions, development of a mechanism for forming a strategy

for the development of tourist regions at the current stage of economic development are very important. The priority role of the restoration and operation of the tourist business, state support and regulation are determined by the requirements of the state economic policy regarding the socio-economic development of the regions and the provision of competitive infrastructure.

The development of regions depends on modern state approaches to the harmonization of economic, social and environmental activities, strengthening the influence of civil society institutions on these processes. Of particular importance in this context is the tourism and recreation sphere as such, which integrates the spatial potential of natural, labor, scientific and technical, intellectual resources, the actual use of which depends on the development of innovative investments, the infrastructure of the territory, on the improvement of living conditions, preservation and enrichment of cultural heritage. Prospects for the strategic development of the tourist region depend on the possibilities of effective use of available resources, however, the lack of an effective mechanism for forming a strategy for the development of tourism regions does not allow it to be used as part of the productive forces of the regions.

Table 1. Tourist flows of Ukraine in 2013–2022

Years	The number of citizens of Ukraine who went abroad		The number of foreign citizens who visited Ukraine	
	everything persons	growth rate, %	everything persons	growth rate, %
2013	23761287	-	24671227	-
2014	22437671	94,4	12711507	51,5
2015	23141646	103,1	12428286	97,8
2016	24668233	106,6	13333096	107,3
2017	26437413	107,2	14229642	106,7
2018	27976681	105,8	14342290	100,8
2019	29345897	104,9	13709562	95,6
2020	11251406	38,3	3382097	24,7
2021	14726250	130,9	4271991	126,3
2022	15538488	105,5	2307156	54,0

Source: calculated by the author based on the data of the State Border Service [4; 9; 10].

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Scientists pay considerable attention to issues of formation and improvement of the mechanism of development of tourist regions. The indicated problems are the object of research by the following scientists: K. Babikova, M. Boyko, O. Burtsev, N. Bear, G. Horina, G. Horyn, P. Hudz, A. Mazaraki, S. Melnychenko, M. Ognienko, O. Samko, T. Tkachenko, Yu. Shabardin and others. We observe an insufficient number of theoretical and applied studies on the development of a mechanism for the formation of a strategy for the development of tourist regions, inadequate attention of regional authorities to the promotion of tourism, and a small number of domestic competitive tourist products of international importance.

FORMULATION OF THE GOALS OF THE ARTICLE (STATEMENT OF THE TASK)

In order to increase the competitiveness of the regions, there is a need to develop a mechanism for forming a strategy for the development of tourism in the regions.

The theoretical and methodological basis of the study consists of the scientific works of domestic and foreign scientists on the study of the development of the mechanism of the development of tourist regions, the laws of Ukraine, Internet resources, as well as methods of general scientific knowledge, statistical and mathematical analysis.

Presentation of the main research material. We will consider the current trends of tourism in the regions of Ukraine, determine the mechanisms and prospects of its development.

In this context, the analysis of outbound and inbound tourist flows is important. According to the results of 2022, it is possible to note a slight increase in the outbound tourist flow by 5,5%, compared to 2011. Thus, the share of the population of Ukraine that went abroad is 15,5 million people (Table 1).

According to the data in fig. 1, the tourist preferences of Ukrainians are obvious — outbound tourist products.

Let's consider the detailed results of the tourism business of Ukraine over the past three years (Table 2).

During 2020–2022, positive trends regarding the number of subjects of tourism activity continued in Ukraine. Thus, during the researched period, the number of subjects of tourist activity

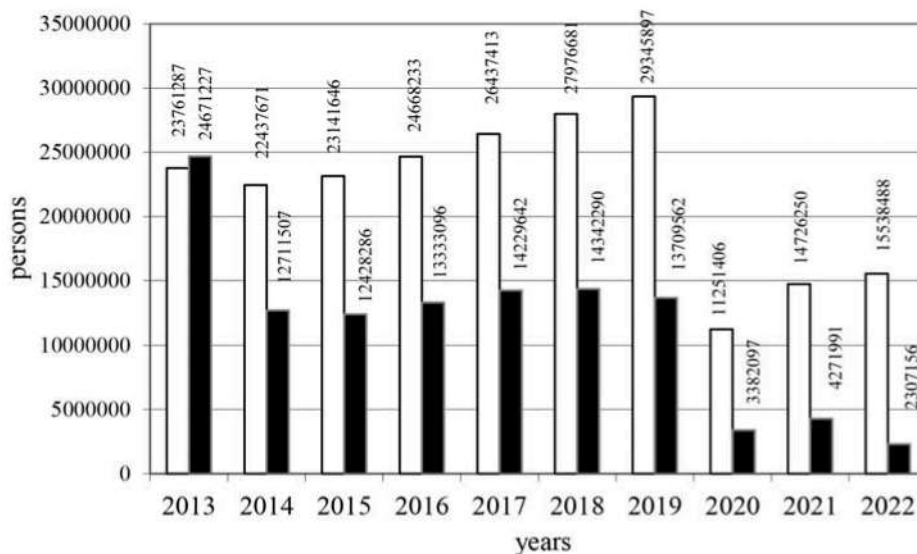


Fig. 1. Tourist flows of Ukraine in 2013–2022, persons

Source: compiled by the author based on the data of the State Border Service [4; 9; 10].

increased from 16,323 units to 18,789 units, or by 7,9%.

As for the regional placement of tourist activity entities, as of the beginning of 2022, they are most concentrated in the city of Kyiv (32,1%), Odesa regions (8,9%), Lviv regions (8,5%), Kharkiv regions (5,5%), Kyiv regions (5,3%) and Dnipropetrovsk regions (5,2%), and the least — in Kirovohrad (0,8%), Rivne (0,9%), Ternopil (1,0%), Luhansk (1,0%) and Zhytomyr (1,1%) regions [2, p. 58].

It is possible to determine the current trends in the development of tourism business in the regions of Ukraine:

- revival of tourist activity alternates with recessions, both on the domestic and on the world tourist market, where the image of Ukraine is still uncertain;

- trends of outbound flow exceeding inbound flow dominate in the structure of tourist flows, i.e. the flow of foreign tourists to Ukraine is decreasing;

- in the structure of tourist flows both from Ukraine and to Ukraine, a larger share belongs to private tourism;

- the geographical structure of tourist flows both from and to Ukraine is dominated by neighboring countries;

- the tourism business is most developed in the following regions of Ukraine: Kyiv, Kyiv, Lviv, Dnipropetrovsk and Odesa regions; the least in Luhansk, Kirovohrad, Zhytomyr, Ternopil, Rivne, and Sumy regions [2, p. 63].

Considering the structural elements of the organizational and economic mechanism of tourist regions in the conditions of a global competitive environment, we are guided by the concept of the organizational and economic mechanism as a set of organizational and economic forms and management methods taking into account the market. levels of economic development and competitive advantages. Finally, the functioning mechanism of the tourist services market consists of the constant coordination of demand and supply of tourist products in the conditions of increased competition and external (international) regulation [1, p. 26].

An objective condition for improving the mechanism of regulation of tourist regions is the combination of efforts of business entities, national and regional tourism management bodies, market-wide institutions and specialized infrastructure and public organizations.

The active involvement of these institutions in the regulation of competitive processes in tourist regions is determined by the need to ensure the economic implementation of new forms of ownership; balancing inequality associated with an

Table 2. The number of registered legal entities by type of economic activity (temporary accommodation and catering) in Ukraine for 2021–2022, units

Region	2020	2021	2022	2022 ln % to 2021
Ukraine	16323	17408	18789	107,9
Crimea	-	-	-	-
Vinnitsia region	234	238	245	98,8
Volyn region	190	199	213	107,0
Dnipropetrovsk region	864	929	973	104,7
Donetsk region	755	774	795	102,7
Zhytomyr region	181	186	196	105,4
Transcarpathian region	408	410	434	105,9
Zaporizhzhia region	854	896	932	104,0
Ivano-Frankivsk region	388	405	435	107,4
Kyiv region	846	893	987	110,5
Kirovohrad region	152	160	167	104,4
Luhansk region	184	184	187	101,6
Lviv region	1401	1478	1589	107,5
Mykolaiv region	414	436	449	103,0
Odesa region	1493	1588	1664	104,8
Poltava region	313	323	336	104,0
Rivne region	156	161	173	107,5
Sumy region	198	230	253	110,0
Ternopil region	172	177	186	105,1
Kharkiv region	921	978	1034	105,7
Kherson region	397	432	467	108,1
Khmelnitskyi region	251	264	277	104,9
Cherkasy region	230	247	250	101,2
Chernivtsi region	194	209	224	107,2
Chernihiv region	255	270	286	105,9
m. Kyiv	4872	5341	6037	113,0
Sevastopol	-	-	-	-

* The data are given at the beginning of the year, without taking into account the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and part of the temporarily occupied territories in the Donetsk and Luhansk regions

Source: calculated by the author based on the data of the state statistical observation "Structural changes in the economy of the country and its regions" [4].

uncertain level of regional development; balancing cyclic fluctuations of supply and demand (depending on the seasons and years); elimination or leveling of the consequences of the negative impact of external and internal environmental factors on market development and creation of competitive advantages; creation and maintenance of the infrastructure of the tourist market, without which the normal course of market processes and competition is impossible [5; 6; 7; 8].

Important elements of the organizational and economic mechanism of the development of tourist regions are methods of an effective marketing strategy for promoting a tourist product on the market, compliance with the legislative framework and administrative apparatus, as well as methods

of foreign economic activity. in the tourism industry, attracting investments, etc.

The organizational mechanism includes a system of methods, techniques and means that provide an opportunity to influence the development of the tourist region both at the initial stage and throughout its life. Trace note that organizational system is impossible consider without economic component

The strategy of the economic policy of the development of the tourist region is determined taking into account institutional factors regarding the activation of business entities to meet the needs of domestic and foreign tourists, competitiveness in the market of tourist services and the experience of national and international recreational tourism. In Ukraine at the regulatory and legal level absent fixed strategy development tourist regions.

The competitiveness of tourism regions determines the relationship between enterprises or legal entities that provide tourism services, and also ensures the long-term viability of integrated enterprises, which facilitates the introduction of innovations, lowers tourism costs, limits competition and reduces the risks of uncertainty in tourism. sector. implementation and provision of tourist services.

It should be noted that the development of tourist regions is determined by the concept of effective activity of tourist enterprises, which should be aimed at creating legal, organizational and economic foundations for the creation of a modern tourist enterprise. The main goal of the state tourism policy is to create modern, highly efficient and competitive tourist regions in Ukraine, which would provide ample opportunities to meet the needs of Ukrainian and foreign citizens in various tourist services.

Mainly task effective functioning tourist of regions is the creation organizational, legal and economic conditions for promotion development domestic and domestic tourism, which needs certain adjustment of the current legislation in the part that concerns development of tourism, in particular introduction changes and additions to the current regulations Acts.

The implementation of this concept will make it possible to increase the efficiency of tourist regions based on the development of their human factor, create conditions for the competitiveness and investment attractiveness of tourist enterprises with a qualified human factor, develop infrastructure and ecology. save cultural the heritage of the region, which together will contribute increase well-being region in general.

The development of tourist regions is very important, because the improvement of the level

improves the social, economic and environmental situation in the country. Tourism plays far from the last role, thanks to it, incomes in the regions increase, new jobs are created, the tourism industry and related industries develop rapidly, transport infrastructure and culture develop, and the standard of living increases. Ukraine has all opportunities for development tourist regions in modern times realities of the global competitive environment.

Considering competitive processes, it is necessary form strategic alliances and organize their further activity Compared to others international organizations strategic alliances have advantages over others because have common and multifaceted character. In general, alliances operate in the same sector, have horizontal connections are legal and property independent.

The development of a tourist region is a complex and multifaceted process that requires an integrated approach and cooperation between various stakeholders. Adaptation of the organizational and economic mechanism of the development of the tourist region involves the implementation of measures that take into account economic, organizational and social aspects (Fig. 2).

These mechanisms can be adapted to the specific needs and characteristics of each tourist region [3, p. 68]. It is also important to consider the sustainability of development, balance and participation of all stakeholders in the process of planning and implementing strategies.

Thus, an effective organizational and economic mechanism for the development of tourist regions in the modern realities of a global competitive environment allows to sufficiently fulfill and achieve the goals and tasks set before it, and also contributes to the realization of social tasks, the economic mission of developing a national tourism policy.

Such development will make it possible to create a modern, profitable and competitive tourism industry in Ukraine, which, on the one hand, provides ample opportunities to meet the needs of Ukrainian and foreign citizens, and on the other hand, makes a significant contribution to the development of the national economy.

To date, tourism activity is one of the main priority directions of the development of the state's economy, which, in turn, implements an effective mechanism for the development of tourism, which contains the necessary elements for the smooth functioning of this activity in Ukraine. The proposed components of the organizational-economic mechanism, namely regulatory-legal, organizational-management, financial-economic and

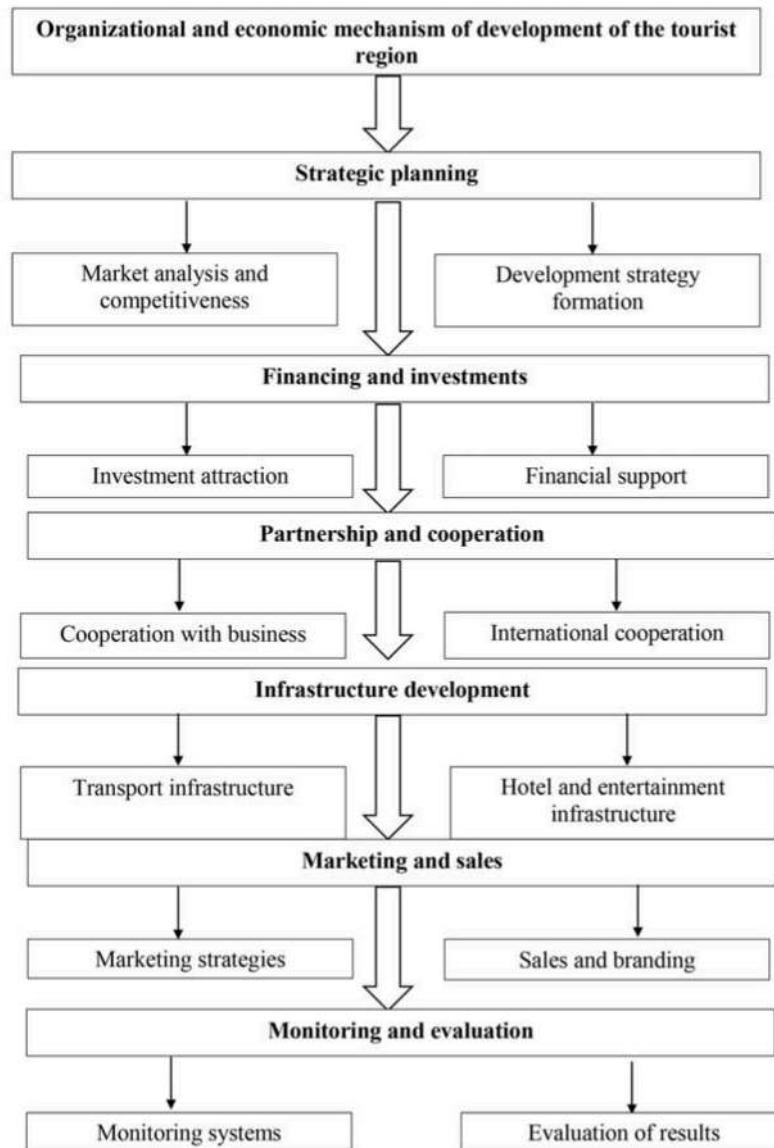


Fig. 2. Organizational and economic mechanism of development of the tourist region

information-analytical, will be able to ensure the sustainable development of tourist regions and at the same time give it a long-term character for the future.

Another test for tourism was Russia's war in Ukraine. The tourism industry has acutely felt the impact of military operations and faced a number of critical challenges associated with the destruction of a significant number of historical and cultural heritage sites, tourist infrastructure and damage to the recreational potential of the territories. Currently, the tourism business is at a standstill, the flow of guests has stopped and all planned trips have been canceled because the region is under occupation.

The development of the tourism industry will have a number of obstacles and risks due to the mining of a large part of the territory, the destruc-

tion of tourist infrastructure and cultural heritage sites, the lack of a system for spreading knowledge about the safety of tourist trips, the unsatisfactory condition of roads after military operations, and the shortage of tourism specialists in communities. Risk management in tourism activities of the region is an important aspect to ensure the safety and stability of the tourism industry. The main components of risk management strategies and measures in this context can be seen in the table. 3.

Taking these aspects into account will allow regions to ensure effective risk management and maintain a reputation as a safe and attractive tourist destination.

The main threats to the tourism development of the regions, in our opinion, can be the loss of cultural values, the danger of the territory due to

Table 3. Strategy and measures of risk management in tourism activities of the region

Aspects of risk management	Strategy and measures
Risk assessment	Conducting an analysis of potential threats and determining the level of vulnerability. Determination of critical objects and tourist zones
Planning and preparation	Development of risk management strategies, including evacuation plans, warning systems and other measures Training and education of staff and other stakeholders on security measures
Monitoring system	Implementation of monitoring systems to detect changes in the situation and potential threats Cooperation with local self-government bodies, police, fire protection and other services for prompt response to events
Informational security	Ensuring effective communication with tourists and other stakeholders Providing up-to-date and reliable information on security in the region
Cooperation with industry partners	Cooperation with tour operators, hotels, restaurants and other enterprises of the tourism sector for joint risk management Interaction with territorial bodies and organizations to solve common problems and improve security
Insurance and financial arrangements	Conclusion of insurance agreements to cover possible losses Development of financial strategies to solve financial difficulties associated with risks
Social interaction	Involvement of the local population and public organizations in risk management Supporting cooperation between different social groups to ensure the common interest in the safety and stability of the tourism sector

Source: developed by the author based on data [1; 3; 5; 6; 7; 8].

its potential for mines, and the significant deterioration of the financial capacity of customers. After the war, the country and its citizens have a lot of work to do to rebuild it. In accordance with the Presidential Decree, the Post-war Recovery and Development Plan of Ukraine for the next 10 years was developed, according to which the main problems, goals, and objectives in the field of tourism and resorts are defined. Taking into account the goals that are defined at the state level, it is worth specifying them for the restoration of the tourism industry in the region, taking into account the tourism potential of the region, the damage caused and the prospects for reconstruction [5].

The relevance and effectiveness of the development of tourist regions are determined by their ability to adapt to changes in the global competitive environment. Modern realities of the tourism business require not only the attraction of tourists, but also the creation of a competitive and sustainable infrastructure, as well as the development of an effective organizational and economic mechanism.

An important stage in achieving this goal is the adaptation of the organizational and economic mechanism of the development of the tourist region [5;6]. At the current stage, this adaptation involves the following actions.

Each of the stages has its own characteristics and relevance, as follows:

1. Strategic planning: taking into account global trends and the competitive environment when developing strategies for the development of the tourism sector.

2. Digital transformation: using modern technologies to improve marketing, booking and tourist services.

3. Development of infrastructure: creation and maintenance of high-quality tourist infrastructure that meets modern standards and expectations of visitors.

4. Public participation: involvement of the local population and entrepreneurs in the processes of decision-making and implementation of projects in the field of tourism.

5. Sustainability and responsibility: focusing on the development of tourism, which ensures sustainable development, protection of natural and cultural resources, as well as taking into account the interests of the local population.

CONCLUSIONS AND PROSPECTS OF FURTHER INVESTIGATIONS IN THIS DIRECTION

Therefore, there is an urgent need to develop strategies and mechanisms for the rapid recovery of the tourism business, which will begin full-fledged work after the end of hostilities, ensuring consistent vertical coordination between regional and local authorities regarding the development of tourism. When implementing the state policy in the field of tourism at the regional level, it is necessary to direct efforts to create appropriate conditions for the development of safe types of tourism, the formation of various competitive complex tourist products, and the scaling of the tourist information field.

Successful adaptation of the organizational and economic mechanism will allow tourist regions of Ukraine not only to survive in a global competitive environment, but also to become an attractive and competitive destination for tourists, providing stable income and a positive impact on the development of the region.

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Стаття надійшла до редакції 04.06.2024 р.