

**Kyiv National University of Trade and Economics  
Tourism and Recreation Department**

**FINAL QUALIFYING PAPER**

on the topic:

**«KIROVOGRAD REGION RECREATIONAL PRODUCT DESIGN  
AND PROMOTION ON EU MARKET»**

Student of the 2<sup>d</sup> year, group 11 a,  
academic degree «Master»  
specialty 242 «Tourism»  
specialization «International Tourism  
Business»

Bezuhlyi V. V.

---

Scientific adviser  
Candidate of Sciences  
(Public Administration),  
Associate Professor

Kravtsov S. S.

---

Manager of the educational program,  
Doctor of Sciences (Geography),  
Professor

Gladkyi O.V.

---

**Kyiv, 2019**

# Kyiv National University of Trade and Economics

Tourism and Recreation Department  
242 «Tourism»  
«International Tourism Business»

Approved by

\_\_\_\_\_  
Head of the Department  
T.I. Tkachenko  
« \_\_\_\_ » \_\_\_\_\_ 201\_

## Task for a final qualifying paper

Serhii Zavirukha

### 1. Topic of a final qualifying paper: “Kirovograd region recreational product design and promotion on EU market”

Approved by the Rector’s order from 10/30/2018 № 3992

2. Term of submitting by a student his/her terminated paper: 11/16/2019

3. Initial data of the final qualifying paper

*Purpose of the paper* is the development of tourist product of Kirovograd region in recreational tourism segment by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

*The object* is development of the recreational tourism in Kirovograd region.

*The subject* is theoretical, methodological and practical methods of development of recreational tourism in Kirovograd region

4. **Illustrative material:** conceptual framework of recreational tourism, classification of recreational tourism, attractiveness of objects of recreational tourism in number of tourists, problems and obstacles which restrain the development of recreational tourism in Kirovograd region, suggested ways of improvement and promotion for recreational tourism in Kirovograd region.

## 5. Consultants of the research and titles of subsections which were consulted:

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Kravtsov S. S.	12/02/2018	12/02/2018
Part 2	Kravtsov S. S.	12/02/2018	12/02/2018
Part 3	Kravtsov S. S.	12/02/2018	12/02/2018

## 6. Contents of a final qualifying paper (list of all the sections and subsections)

### INTRODUCTION

### PART 1. INNOVATIVE TOURISM PRODUCT CONCEPTUAL BASES

- 1.1. Recreational tourism as an object of scientific research
- 1.2 Recreational tourism product innovative practices of realization in the international market

### PART 2. INNOVATIVE TOURISM PRODUCT BACKGROUND OF FORMATION IN THE RECOGNITION TOURIST SEGMENT OF KIROVOGRAD REGION

- 2.1 Recreational potential of the Kirovograd region
- 2.2 Marketing research of tourism services of Kirovograd region
- 2.3 Stakeholders of an innovative tourism product

### PART 3. PROJECT OF AN INNOVATIVE TOURISM PRODUCT IN RECREATIONAL TOURISM SEGMENT OF KIROVOGRAD REGION

- 3.1 Tourism product mechanisms of realization in recreational tourism segment of Kirovograd region
- 3.2 The effectiveness of a tourism product project in the recreational tourism segment of the Kirovograd region

### CONCLUSION

### REFERENCES

### APPENDIXES

## 7. Time schedule of the paper

No.	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	09.01.2018-10.29.2018	09.01.2018-10.29.2018
2.	Preparation and approval of task for the final qualifying paper	10.30.2018-12.02.2018	10.30.2018-12.02.2018
3.	Writing and pre defense of the 1 <sup>st</sup> part of the final qualifying paper	12.03.2018-05.12.2019	12.03.2018-05.12.2019
4.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	05.13.2019-08.31.2019	05.13.2019-08.31.2019
5.	Writing and preparation of scientific article	till 06.01.2019	
6.	Writing and pre defense of the 3 <sup>rd</sup> part of the final qualifying paper	09.01.2019-10.20.2019	09.01.2019-10.20.2019
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	10.21.2019-11.03.2019	10.21.2019-11.03.2019
8.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	11.16.2019	11.16.2019
9.	Additional processing, printing, preparation of material to final qualifying paper defense	11.04.2019-11.15.2019	
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

**8. Date of receiving the task:** 12.02.2018

**9. Scientific adviser of the research**

\_\_\_\_\_  
Kravtsov S. S.

**10. Head of educational and professional program**

\_\_\_\_\_  
Gladkyi O.V.

**11. The task received by the student**

\_\_\_\_\_  
Bezuhlyi V. V.



INTRODUCTION.....	6
PART 1. INNOVATIVE TOURISM PRODUCT CONCEPTUAL BASES.....	8
1.1. Recreational tourism as an object of scientific research.....	8
1.2 Recreational tourism product innovative practices of realization in the international market.....	13
PART 2. INNOVATIVE TOURISM PRODUCT BACKGROUND OF FORMATION IN THE RECOGNITION TOURIST SEGMENT OF KIROVOGRAD REGION.....	19
2.1 Recreational potential of the Kirovograd region.....	19
2.2 Marketing research of tourism services of Kirovograd region.....	24
2.3 Stakeholders of an innovative tourism product.....	34
PART 3. PROJECT OF AN INNOVATIVE TOURISM PRODUCT IN RECREATIONAL TOURISM SEGMENT OF KIROVOGRAD REGION.....	41
3.1 Tourism product mechanisms of realization in recreational tourism segment of Kirovograd region.....	43
3.2 The effectiveness of a tourism product project in the recreational tourism segment of the Kirovograd region.....	52
CONCLUSION.....	60
REFERENCES.....	63
APPENDIXES.....	67

## INTRODUCTION

**The actuality of research.** Recently recreational tourism has become increasingly important in the world. And this is no accident because man always strives for communication with nature. Due to its beauty, generosity, favorable climate and hospitality of the residents Kirovograd region is best suited for such tourism.

The choice of theme is due to the need to explore the state of green tourism in the Kirovograd region. The region has objective and significant prerequisites for its development: natural and climatic potential, picturesque landscapes, clean air, healing mineral waters, attractive tourist routes, preserved national traditions and folklore, architectural monuments, recreational opportunities.

Recreational tourism has recently begun to be practiced in the Kirovograd region so this topic is under-researched. At present, this type of tourism is receiving increasing attention of tourists.

**The purpose of this research** is the development of tourist product of Kirovograd region in recreational tourism segment by using the research of theoretical and methodological basis of this type of tourism and determination of practical aspects of its development.

**The objectives of the research are:**

- study of methodology of analysis of recreational tourism;
- analysis of the composition and structure of recreational tourism;
- review of technical and organizational problems of the aforementioned enterprise;
- consideration of the tourist potential of the Kirovograd region;
- analysis of the development of recreational tourism in the Kirovograd region;
- finding ways of perspective development of recreational tourism in the Kirovograd region.

**The object** is development of the recreational tourism in Kirovograd region.

**The subject** is theoretical, methodological and practical methods of development of recreational tourism in Kirovograd region.

**Methods of research.** The diploma thesis is executed on the basis of factual materials and results of researches concerning problems of development of recreational tourism in Kirovograd region and also on the basis of own observations. The main methods used during the research are: theoretical principles, methods and procedures of analysis, sociological studies, economic-statistical, systematic approach and complex analysis which reveal the essence of recreational tourism as a multifaceted phenomenon, an important part of tourist activity.

**Scientific innovation** of this study is that there are not enough scientific works on the subject and the current conditions of development of recreational tourism in the region required a thorough analysis of the situation.

**Practical value.** Actuation of proposed measures will immediately help recreational tourism to develop in region, will make this type of tourism popular in region and increase competitiveness of Kirovograd region.

**The information base of the research.** The information base of the work is the Laws of the Verkhovna Rada of Ukraine, resolutions of the Cabinet of Ministers of Ukraine, sites of regional state administrations of the region, the site of the Ministry of Environmental Protection of Ukraine and the works of current researchers of the situation in the region.

**Approbation.** As the result of the research made in the qualifying paper, the scientific article «Recreational tourism as an object of scientific research» was published (appendix A) in a collection of scientific articles of full-time students of the «International Tourism Business course».

**Paper structure.** The work consists of an introduction, 3 parts, conclusions, references, appendixes. Contains 65 pages of text, 6 figures, 9 tables, 2 appendixes. The list of sources includes 31 references.



## PART 1

### CONCEPTUAL BASE OF TOURISM AND RECREATIONAL PRODUCT

#### 1.1. Recreational tourism as an object of scientific research

At present, a considerable amount of research has been conducted in the field of recreation and recreational culture: its theoretical and methodological principles have been determined in the writings of leading scientists [1 p. 24-37; 2]. There is an effective introduction into the practice of innovative health technologies in accordance with individual characteristics and motivation of a person.

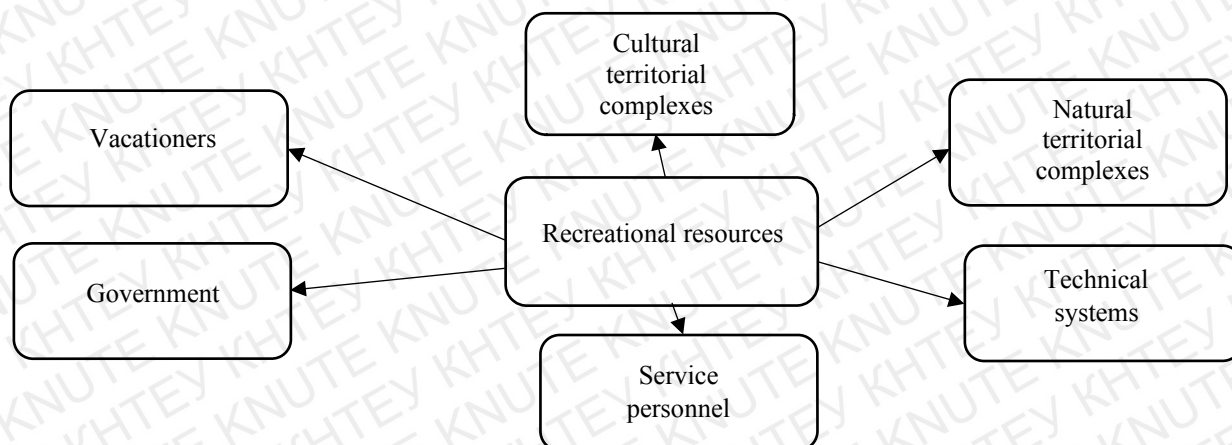
Recreational tourism – is the movement of people in their spare time with the purpose of rest, necessary for the restoration of human physical and mental forces [3 p. 386-389]. For many countries this type of tourism is the most widespread and massive. For its development recreational resources are needed. Form of recreational resources are an important part of the natural potential of the region. In addition, their role in the formation and development of modern tourism in the region is constantly rises, especially from the ecological and geographic point of view.

The assessment of recreational resources is based on the assessment of each of its components: relief, water objects and soil and vegetation cover, climate, mineral and unique natural therapeutic resources (historical and cultural potential, etc.), considered from the point of view of its use a specific type of tourism.

The structure of natural characteristics includes the area and capacity of recreational areas, climatic conditions, the presence of water aesthetic features of the landscape, etc. The optimal combination of these characteristics creates the necessary basis for the development of recreational tourism.

For the first type – it is climatic factors, which in combination with sources of mineral water and medical mud create favorable conditions for the formation of the resort complex. For the second, except for the above, – the historical and cultural potential [4 p. 101-103]. Forest-steppe, forest, mountainous and coastal zones have opportunities for organizing both mass recreation and tourism, as well as therapeutic and rehabilitation resort recreation practically all year round.

Recreational tourism is conventionally divided into two types: tourist-health and cognitive tourism. For each type special type of recreational resources are needed. Recreational resources are understood as a high-level controlled and partly self-governing system, consisting of a number of subsystems, namely [5 p. 40]:



**Figure 1.1 Types of recreation resources**

At the same time, recreational tourism is shifted towards rehabilitation under certain climatic conditions and means of tourism in the form of metered walking and other classes that contribute to the treatment of certain diseases, their prevention, increase of immunity and general tone of the organism. In general, recreational tourism is considered as a form of active tourism within the limits of physical recreation with certain restrictions on physical activity. Exit of the upper limit leads to sports tourism, going beyond the lower limits - to rehabilitation tourism, that is, before treatment in a sanatorium.

This division of recreational-tourism resources is the simplest and it is made according to the place where they are, therefore urban recreational and tourist resources are those that are located in an urban or urban areas, while the latter are recreational and tourist resources which are located in rural areas, i.e. outside the cities (tabl. 1.1).

When it comes to recreational-tourism resources and their division you should keep in mind that they appear in the space as a combination (mix) of existing divisions. This means that none of the recreational and tourist resource can be divided

only by one criterion because in that case the separation would not be complete [6 p. 53-60].

**Tabular summary of the typology of recreational tourism resources**

Division of recreational and touristic resources by:	Type of recreational and tourist resource	Types of recreation (activities)
Genesis	Natural	Hiking Walking Alpinism Skiing Driving in a sludge Mountain biking
	Anthropogenic Specially designed for Intended generally for and sports and recreation	Sports fields Sport halls Trim tracks Bicycle tracks Roller blade tracks
Attractive landmarks	Recreational landmark	Sport fields Swimming pools Fitness centers etc.
	Cultural landmark	National parks Thematic parks etc.
Attractive properties	Complex	Mountains Recreational areas and facilities, etc.
	Individual	Golf courses Aqua parks Go-cart tracks
	Complementary	Public sport facilities Public swimming pool, etc.
Geographical space	Urban Rural	— —

Recreational tourism as one of the types of physical recreation in this case is no exception. Allocate system-forming factors of recreational tourism:

- a change of scenery;

- ensuring sufficient muscular activity;
- stimulation of natural immunity – the body's immunity to pathogenic bacteria.

Changing the situation is associated with the «exit» of a person from everyday, monotonous and therefore tedious conditions of life, which provides the switching of the neuro-emotional sphere to new objects of the environment, distracting him from the tumultuous and sometimes the negative effects of everyday life. Tourist trips and trips that transfer the city dweller to a new landscape-climatic environment, are connected with direct contact with nature.

The process of healing is based on the use of natural recreational resources in combination with recreational and recreational techniques (air and sunshine, health resort, phytochemical treatment, phlogotherapy, light physical activity, etc.), with natural resources, which include landscapes, bioclimatic, hydromineralic resources (mineral water and medical mud), the main role is assigned. Unlike sports tourism, aimed at empowering people to overcome natural obstacles and adapting to new, not yet mastered conditions, recreational tourism is used mainly to improve the reliability of life in the daily environment of the already learned environment of residence.

Recreational tourism is one of the three subsystems of tourist activity. Tourist events that make up the content of this subsystem of tourism are aimed at the expanded restoration of human physical, intellectual and emotional forces. Simplified purpose of recreational tourism can be formulated as a perfect holiday and health improvement by means of sports tourism. The tasks of improvement of participants of tourist recreational activities are virtually inseparable from the tasks of their full rest (they are solved jointly). Therefore, not afraid to make a mistake, we recreational tourism can be simultaneously named the health tourism. At the same time, if tourism measures specifically use one or another of the healing technology (chosen method, remedies, planned measures), then, emphasizing their direction, you can call them recreational wellness. Recreational tourism, especially its active forms, allows eliminate or weaken the impact on the person of adverse factors daily reality (neuro-emotional overload, hypokinesia, excessive irrational nutrition, etc.).

Effective rest and recreation of participants of recreational and tourist activity

promotes, firstly, the provision of sufficient muscular activity, the elimination of the adverse effects of «muscular famine» with the training of the main functional systems that ensure the performance of the organism:

- cardiovascular;
- respiratory;
- musculoskeletal;
- neuro-endocrine and others.

Secondly, in addition to the physical activity of moderate volume and the intensity of the health-improving effect has in itself a change of environment and a positive emotional background from communicating with nature and a pleasant company.

Thirdly, the improvement of the participants of the campaign contributes, themselves recreational natural resources such as moderate sun exposure, clean air and water, the influence of phytoncides in pine forest and others. Obviously the influence of water-air procedures in the underlying conditions of tempering.

Recreational-cognitive tourism on the graphic model of tourist activity lies in the area of interacting subsystems of recreational and cognitive tourism. To this type of recreational tourism include tourist activities with two dominant goals: rest and acquisition of new (for yourself) knowledge. Recreational and sports tourism include all recreational tourism events, where technologies for various sports (skiing, scuba diving, running, skiing, etc.) are actively used for recreation and wellness [5 p. 41].

An active form of recreation and health tourism is a recreational hike of the day off or a multi-day health event. In this case, the journey itself through the area, which owns recreational resources (forest, clean air, clean water bodies, beautiful landscapes), using normalized health-improving physical activity is a technology of rest and health promotion. A vivid example of active forms of recreational tourism is ecological hiking on «wild» clean territories, with the maximum careful attitude to these areas, with cognitive excursions. It should be noted that all recreational and sporting tourist activities, where for the purpose of recreation and improvement used technologies of sports, are exclusively for «active» tourism.

Signs inherent in active forms of recreation tourist activities are exclusively the forms of active recreational tourism within the limits of physical recreation, with certain restrictions on physical activity (with metered health-improving physical activity).

The main features of active forms of recreational tourism include:

1. Means of active tourism (walk, hike, competition).
2. Technology of sports (skiing, water slalom, scuba diving, equestrian sport, playing sports, etc.).
3. Measures based on the use of motor activity of participants or their motor activity, which constitutes an essential part of the program.
4. Activities that include cultural and cognitive aspects and contain intellectual and emotional components.
5. Means that are mostly entertaining (hedonistic) character, are carried out in the natural environment and have a certain scientific and methodological basis.

It should be noted that there is a close relationship between subsystems recreational and sports tourism. Undoubtedly, the health-improving effect has in itself a regular presence of athletes in mountainous areas, with its unique microclimate, healing sources, nature, etc. In fact, the line between recreational and sports tourism is often difficult to determine. However, there are a number of serious differences between these categories.

## **1.2 Recreational tourism product innovative practices of realization in the international market**

In today's world an important role is played by created human recreational resources. The anthropogenic factor has become decisive in some states allowing the creation of either completely new types recreational resources or modify existing ones beyond recognition.

Now there are technologies to create artificial islands, floating spa centers, tourist complexes with non-characteristic features for the climatic zone in which they are located.

Such events require enormous financial investments but they allow you to quickly fully recoup yourself and attract new investors to the tourist market.

Recreational tourism, especially its active forms, can eliminate or weaken the impact on a person of adverse factors of everyday activity (neuro-emotional overload, hypokinesia, excessive irrational nutrition etc.).

The nature of the use of recreational resources is extremely influenced by the ecological state of the territory – the purity or pollution of water, air, soil, order or disorder in the socio-political life of society, the country's economy. We believe that the most pressing environmental problems of many countries in the world include pollution of the air, surface waters, seas and oceans, the spread of AIDS, terrorism, drug addiction as well as the centers of dozens of large and small military conflicts that continue.

At the moment there is another problem: there is an underutilization of rich recreational resources. The situation is compounded by the fact that recreational demand is highest in densely populated urban areas. The territory is used quite intensively by other sectors of the economy, not for health purposes.

Recreational resources like other resources are distributed unevenly in the world. For a more objective coverage of the world's tourism potential we would like to consider recreational resources by dividing them into the following regions: Europe, Asia, Africa, North America, Central and South America, Australia and Oceania.

Europe has favorable recreational resources and remains the main region of the world in the field of spa treatment, recreation and tourism.

In the European region are concentrated sources of mineral waters, beaches, mountain areas. Most of the region has all the necessary conditions for recreation, spa treatment.

The countries with the best recreational resources include:



- seaside, with mostly sunny days (Italy, France, Croatia, Monaco and others);
- countries with mountainous landscapes and clean air (Switzerland, Austria).

### Figure 1.2 Positive qualities of European market

Favorable economic and geographical location

High level of economic development

Another reason for the popularity of the European region is the concentration of the greatest number of historical and architectural values. The development of recreation is also influenced by the Positive qualities ie highest level of education and culture. Traditionally, various international events are held here: congresses, conventions, conferences, seminars, symposia, festivals and other Growing urbanization tourism.

Convenient transport connections with other countries

ASIA IS THE REGION THAT IS GAINING INCREASING POPULARITY, CONTRIBUTING TO THE RAPID development of the recreational sphere.

Main factors contributing Developed recreational infrastructure a neighborhood with a large recreational market (Europe), the world by population, the territory is washed by three oceans, many seas where major water transport communications take place, diverse and rich natural resources and cultural and historical heritage, location within the territory of important pilgrimage centers, great diversity of ethnic composition (exotic).

Negative factors of recreation development:

- the inappropriateness of a large part of the territories (deserts, rocks, mountains, jungles) for organizing mass tourism;
- low level of economic development of most countries, lack of readiness to receive tourists;
- weak development of transport communications, instability of the domestic political situation in most Asian countries.

Africa today is an important recreational area as it has great potential for tourism development. The attractiveness of the African region lies in:

- warm climate, sunny days throughout the year;

- beautiful sandy beaches;
- unique historical and cultural monuments (Egyptian pyramids);
- exotic flora and fauna (nature reserves, national parks that have preserved their original state).

But there are factors that have a dissuasive impact on tourists: low level of economic development, poorly developed recreational infrastructure (tourist accommodation, transport connections), natural conditions in some areas (heat, dry, heavy rainfall), unstable political situation in some countries.

But for the African region it is very important and profitable to develop the tourism industry. Governments in many African countries are paying attention to the development of recreational resources, seeing tourism as an important source of income and sometimes even the only way to economic recovery. The economies of countries such as Kenya, Tanzania, Egypt, Morocco, Tunisia, Madagascar and Mauritius are heavily dependent on foreign tourism as it is a reliable source of foreign exchange earnings [7 p. 301-312]. Therefore, in all these countries the Government has created a post Minister for Tourism.

North America recreational area includes such highly developed countries as the USA and Canada. North America has a favorable economic and geographical location, washed by the three oceans – the Atlantic, Pacific and Arctic. The region is at the intersection of important maritime communications and air routes and has a large area of natural and socio-economic potential and human resources. The region has a high level of recreational infrastructure including all types of transport communications.

Central and South America region includes all Latin American countries. It occupies a very small place in the international recreational market, despite the fact that the tourism business in Mexico and the Caribbean is developing very fast. There are factors that have a negative impact:

- remoteness from other densely populated regions where significant recreational flows are formed (Europe, Asia);
- poorly developed transport communications;

- insufficient development of recreational infrastructure in most Latin American countries;
- low level of economic development and severe financial situation of the population in some countries of the region;
- lack of political stability in most Latin American countries.

Australia and Oceania region is far from the tourist markets as well as from transit, air and sea lines. However, the rapid development of recreational activity has been observed recently in the region.

According to our research, the flow of tourists has more than doubled in the last decade [8 p. 3-4]. Every year the recreational activity and more precisely the tourism industry becomes more and more profitable activity. In Tahiti the recreational and tourism industry ranked second (after coconut exports) in foreign currency earnings. In the Hawaiian Islands more than one-third of the working-age population is employed in the industry and is more profitable than exporting sugar cane or bananas.

Most tourists are interested in the art and lifestyle of the natives. The largest number of tourists visit Australia and Oceania in the months when Europe and North America are experiencing a decline in tourist activity. This firstly makes it possible to smooth the seasonal fluctuations in international tourism in general and secondly opens up opportunities for Australia and Oceania to further develop recreational activities and more specifically international tourism.

### **Conclusion to part 1**

Therefore, the main purpose of the development of the market of recreational services is to maximize the effective use of the existing material and technical base of recreation, increase of the natural and recreational potential of the territory, protection and restoration of the environment which implies a reduction of anthropogenic load on natural ecosystems, which will ensure their conservation for present and future

generations.

So now recreational tourism is actively developing around the world and despite other types of tourism that catch up with it in all directions, recreational tourism itself is developing in new places with attractions of natural origin as well as being able to develop in any world locations including regions with poor resource potential for recreational tourism. The experience of global companies and governments around the world use the latest technology for the development of recreational tourism activities on their territory.

Recreational tourism is a perspective type of tourism to develop and Kirovohrad region has great opportunities to become a popular destination for tourists all around the world but it is possible only after using innovative approaches to develop recreational tourism. To do this we looked up the newest methods of developing tourism in different regions of the world which allow to boost tourist flows in Kirovohrad region.

## PART 2

# BACKGROUND OF KIROVOGRAD REGION RECREATIONAL PRODUCT DESIGN AND PROMOTION

### 2.1 Recreational potential of the Kirovograd region

Recreational resources of the Kirovograd region is the totality of all available rest-recreational, treatment-recreational infrastructure of the Kirovograd region.

The Kirovograd region has considerable tourist and recreational potential. The temperate-warm climate, the presence of mineral and radon water deposits, unique natural and man-made monuments create favorable conditions for rest and treatment. Kirovograd region is special because the geometric center of Ukraine is located here, not far from the river Dobra, in the Dobrovichi district. Chornoliski State Reserve is also located in the region and there are many other interesting places to visit in Kirovograd region.

Such health resorts operate in the health system of the region establishments:

- Staroosotski anti-tuberculosis children's sanatorium;
- Regional anti-tuberculosis sanatorium for adults in Znamenka;
- Regional balneological hospital;
- Sanatorium «Husar tract» (Novoukrainsk district)

Sanatorium «Husar tract» has the mineral water which is a proven highly effective treatment for various diseases. It is included in the cadaster of mineral waters of Ukraine and the findings of the Odessa Research Institute of Balneology confirm that this water promotes intensive purification of the kidneys, liver and other organs of the human body, as well as the restoration of blood cells since its pH is very close to the pH of blood plasma promotes easy absorption of trace elements from water [9].

The sanatorium in which the diseases of the cardiovascular system, respiratory organs, musculoskeletal system, digestive system, nervous peripheral system, kidneys and urinary system are treated, is equipped with modern medical equipment.

There are 16 hotels in the area, including the Tourist Hotel in Kirovograd,

camps «Slavutich» (Svetlovodsk) and «Forest song» (Onikeyev village), 2 motels [10 p. 143].

Currently, a unified database of tourist routes is compiled which has 210 destinations of cultural, educational, sports, health, ethnographic (festival, event) and other types of tourism.

There is part of attractions from the list of nature monuments:

*Table 2.1*

**Tourist attractions from the list of nature monuments and objects of nature reserve (partly)**

<b>Name</b>	<b>Status, category</b>	<b>Area (ha)</b>	<b>Locations</b>
«Shumok»	nationwide reserve, landscape	20,10	Bobrinetsky district, Velikodryukovo village
«Chobitok»	nature reserve	55,00	Bobrinetsky district, Maryanivka village
«Mertvovoddy»	nature reserve	20,10	Bobrinetsky district, Vityazivka village
«Yurivska balka»	nature reserve	15,00	Bobrinetsky district, Kostomarivka village
«Slony»	local value, nature monument, hydrological	5,00	Dolynsky district, Polumyane village
«Bulhakivska balka»	local value, reserve, landscape	78,00	Vilshansky district, Pischchane village
«Makarivsky»	local value, natural monument, botanical	6,30	Vilshansky district, Kalmazove village
«Dub-veleten'»	local value, natural monument, botanical	0,01	Holovanivsky district
«Kruten'ke»	natural preserve	32,00	Holovanivsky district, Kruten'ke village
«Kozatska skelya»	local value, natural monument, complex	0,01	Dobrovelichkivsky district, Fedorivka village

In total 153 tourist routes are listed on the website of the Department of

Culture, Tourism and Cultural Heritage. Most of them combine cultural-educational with recreational tourism. The following table provides examples of several recreational routes (Table 2.2):

Table 2.2

### List of existing tourist routes in Kirovohrad region (examples)

№	The name of the route	The main indicators of the route	Locations	Objects to show
1	«Natural resources of our region»	Walking route <b>Type</b> – recreational <b>Duration</b> – 1 day <b>The length of the route</b> – 8 km <b>Travel duration</b> is 1-2 hours <b>Seasonality</b> is unlimited <b>Route participants</b> – from 8 years	Bobrynets	Ascension Source, Vladimir beam, nature and landscape.
2	«Pearls of Synukha»	Walking route <b>Type</b> – recreational <b>Duration</b> – 1 day <b>The length of the route</b> – 10 km <b>Travel duration</b> is 2 hours <b>Seasonality</b> is unlimited <b>Route participants</b> – from 10 years	Vilshanka Dobre Stankuvate	1. «Chervony» rocks 2. «Bilyanka» Rock 3. «Murata» Rocks 4. «Rusalka» Rock 5. «Maiden» rock 6. «Kazan» Rock 7. «Varenik» Rock 8. «Paska» Rock
3	«Kompanyivschina Preserve»	<b>Way of moving</b> – car <b>Type</b> – recreational <b>Duration</b> – 2 days <b>The length of the route</b> – 257 km <b>Travel duration</b> is 40 hours <b>Seasonality</b> – April-November <b>Route participants</b> – from 10 years	1 day: Kirovohrad - Dolynivka - Sofiyivka - Nechaivka «Kazkoviiv Ray» Day 2: Ingenerivka- Sasivka - Zelene - Mariivka - Kirovohrad	1. Landscape reserve of local importance «Dolinovsko-Pokrovsky» Dolynivka and Sofiyivka; 2. Protected area «Rozlityi Kamin'», Sofiyivka; 3. Protected area «Kilipovskoe» Sofievka; 4. Archeology monument «Mezhovy kamny» Nechaivka; 5. Green estate «Kazkoviiv Ray» Vinogradivka; 6. Geological site of the nature of the local value «Ingulskaya Zhila» Ingenerivka; 7. All-Zoological Reserve «Gnila Balka» Sasivka; 8. Botanical Nature Monument of the local value «Ternova balka» Zelene;

In districts and cities there are 43 guest houses [10 p. 157-160] (9 estates categorized) in 17 districts (Bobrynets, Blagoveshchensk, Vilshansky, Gayvoronsky,

Golovanovsky, Dobrovelichkovsky, Dolynsky, Znamiansky, Kirovograd, Kompaniyiv, Novgorod, Novoarkhangelsk, Novoukrainsk, Oleksandrivsky, Oleksandriysky, Onufrievsky, Svetlovodsk.), as well as in the cities of Znamyanka and Oleksandriya are ready to satisfy the tourist needs of different categories of holidaymakers.

In the last few years the following was accomplished to increase the level of tourism: survey of the territory of the landscape reserve of local importance Karpenkiv Kray on the territory of the village of Arsenivka, Novomirgorod district; improvement of the tourist route «Onufrievsky Park. With stitches legends»; arranging roadside service objects along trunk lines highways in Gayvoron and Golovaniv districts.

Visiting cards of the region remains the reserves «Khutir Nadiya» and «Karpenkiv Kray», the arboretum «Veseli Bokovenky» and Onufrievsky Black Forest and many other attractions most of which are included in excursion routes.

Kropyvnytskyi is a pretty green city because except of the large number of parks (Kovalyovsky, Dendropark) and squares (Molodizhny, Tsentralny, Labor Glory, Shibanova, Shevchenko etc.), there are significant greenery in the city arrays, for example, on the Walls of the Elizabethan Fortress.

The largest massif of the Black Forest is located on the territory of the Znamiansky District. The Black Forest is an ancient tract that has many places for rest and travel. Here can be found the remains of the fortifications of the Chornoliski settlement which existed in the 7th century BC, look at the lake and sphagnum bogs, 400-year-old oaks, try water from springs.

On the territory of the Black Forest at the bottom of the deep ravine there is a swamp of the same name in the center of which lies Lake Berestovat. The swamp is the southernmost sphagnum swamp in Ukraine. There are many plant species growing in the marshes in the more northerly areas. The origin of the swamp and lake is associated with the accumulation of meltwater in the glacial and post-glacial periods.

There are currently 44 recreation centers, boarding houses, children's health



camps in the region. Most of them located in Petrivski district with its 13 recreation centers.

The Karpenkivskiyi Landscape Reserve is located near the village of Arsenyevka in Novomirgorod district and in the village Marianivka of the Malovyskyvsky district. The area of 250 hectares occupies part of the floodplain and the indigenous coast of Visoka Vis' [11 p. 25-26].

In natural terms the territory of the reserve located on both banks of the Grand Vis' which is here designated consists of three parts. These are the ponds adjacent to the meadow – swampy areas, steppe areas on the slope of the Visoka Vis' root bank.

But one of the most attractive places for tourists to visit is arboretum «Vesely Bokovenky». Founded in 1893 now it is experimental breeding center with a territory of 109 ha and with breeding and dendrological station – 543 ha [12 p. 78-81].

The main directions of scientific work there are the introduction, selection and reproduction of valuable shrubs, development of methods of protection of introduced plants from pests and diseases, protection of previously established research sites, care of them, cultivation of planting material of forest and ornamental rocks for their own use and sale. Work is underway to grow branches of hazelnut of the best varieties bred by scientists for sale to different regions of Ukraine and to grow grafted walnut seedlings.

In addition to scientific work, the arboretum is also equipped for tourists. Across the territory of the arboretum there are benches, gazebos, paved hiking trails. Carved out figures of fairytale characters or cartoon characters are scattered throughout the park which makes visiting the place interesting for children.

The park is named after the river on which it is located and on the river itself. The arboretum has about 963 species of plants and shrubs. There are many relict trees such as ginkgo, brick tree, iron tree whose wood is drowning in water. The park has landscaped areas. It can be seen three lakes decorated with long bridges, their banks are densely covered with thickets. It fits beautifully into the landscape and the waterfall taking its place in the picture of the park. A lot of ponds that make up the whole system.

There are 2 objects of the nature reserve fund in the territory of the institution: the monument of landscape art – the park «Vesely Bokovenky» named after M.L. Davidov – 109.3 hectares and the botanical reserve «Bokovenkivska balka» with an area of 9.4 hectares [13 p. 366].

In the spring-autumn period the territory of the Vesely Bokovenky Arboretum receives visitors who are offered a story about the history of the park, a variety of flora and fauna, excursion routes, places for a short picnic vacation on the banks of the river Bokovenky with swimming and fishing. Visitors who wish to unwind for a few days are offered lounges and tents.

Seedlings of decorative rocks, hazelnuts, nuts can be bought in the spring and autumn. In 2019 work on the improvement of the central part of the Dendrological Park «Vesely Bokovenki» continues. Care was taken of the track-path network, accessory circles and flower beds. New forms of trees of coniferous and deciduous are planted which are maintained in the form of watering. Flower beds are replenished with new types of flowers [14 p. 74-78].

Center according to its tasks:

- performs save and reconstruct of historic parklands;
- reproduces the nature reserve area;
- conducts measure with restoration of forests, increase its productivity, creates plantations of fast-growing and technically valuable rocks;
- undertakes measures to replace low value productive supplies to highly productive, planting a forests in poorly productive land;
- organizes afforestation business, creates forest nurseries;
- provides protection of forests and protective forest plantations against fires;
- carries out biotechnical measures for reproduction of natural fauna;
- recycles and sells timber from logging related to management the lien economy.

## **2.2 Marketing research of tourism services of Kirovograd region**

All the variety of reasons that lead to a difficult situation in the tourism development of the Kirovohrad region can be reduced to four groups: objective (those that exist regardless of management efforts and almost cannot be eliminated by the actions of officials), research (generated by insufficient study of the region), managerial (caused by ineffective actions of officials at both the national and local level), complex (generated by a number of heterogeneous reasons, including those previously mentioned) [15 p. 66].

The main objective reasons that hinders the tourist development of the Kirovohrad region is the low saturation of the region with attractive objects of nature and culture or at least those that traditionally belong to this category: palaces, fortresses, monuments, mountain ranges, seashores, caves etc. This thesis is so widely recognized and established that in combination with other arguments it is often sufficient to justify the unsatisfactory state of development of the tourism industry in the region and to form an opinion about the futility of such efforts in general. This does not take into account a number of other negative circumstances the correction of which is quite possible.

First and foremost, these are research issues that are outlined below.

Absence of a consolidated inventory of tourist sites in the Kirovohrad region and elements of its tourist infrastructure which would include all the attractions of the region interesting to potential consumers: architectural structures, natural objects, monuments, memorials, protected areas, archeological and historical monuments, temples, places of interest and more [16 p. 99-100]. On the other hand, there are elements of tourism infrastructure: information centers, hotels, hostels, guesthouses, campsites, restaurants, cafes, travel agencies, bookstores, museums, theaters, sanatoriums, equipment rental centers, souvenir shops etc. Therefore, all members of the tourist movement (from the average tourist to the official of the relevant agency) do not have the necessary information to properly organize the functioning of the industry [17 p. 26].

Invalidity of existing inventory of tourist sites of the region and elements of its tourist infrastructure that are in official or domestic use beyond which there are many

potentially attractive components (watermill ruins, river rapids, local architectural structures, rocks, other quarries) industrial sites, mounds and other archeology monuments etc.). Therefore, the possibilities of their involvement in the work of the industry are extremely limited.

There are several tours from tour operators.

### 1. «Tulip Rainbow»

A one-day excursion from Kiev to one of the best parks in Ukraine – the Kirovohrad Arboretum where tulip garden can be seen which has about 1000 unique flowers. The park in Kirovograd was founded in 1958 against the background of the industrial city it has become real “lungs” of the city. Almost all the inhabitants of Kirovohrad spend their free time here. In addition to the green zone, the park has many attractions and entertainment venues.

*Table 2.3*

### 2. Technological map of the «Tulip Rainbow» tour to Kropivnytsky

Characteristic	Description
Tour Duration	1 day
Tour route	Kyiv-Kropivnitsky-Kyiv
Tour cost	Adult – 990 UAH. Pensioners and children 6-12 years old – 760 UAH. Children under 6 years old – free of charge (without a seat on the bus)
Place of departure	Kyiv, metro Palace Ukraine
Time of departure	7 am

The tour price includes:

- travel by bus;
- excursions;
- tour-guide;
- insurance.

The tour price does not include:

- entrance tickets for excursion objects;
- food;

- personal expenses.

Tour program:

07:00 – Meeting of tourists in the city of Kiev.

07:15 – Departure from Kiev on a comfortable bus (with audio, CD, DVD) along the travel route. On the way, guided tours by an experienced guide, interesting stories and facts about the Kirovograd region.

12:00 – Arrival in Kropyvnytskyi. City tour.

14:30 – Transfer to the city arboretum. Free time in the park for self-examination, entertainment and many of the best photos as a keepsake.

17:15 – Gathering of tourists on the bus.

17:30 – Departure to Kiev.

21:30 – Arrival in Kiev tentatively.

## 2. Arboretum "Vesely Bokovenki"

A unique dendrological park with the name "Vesely Bokovenki" was founded in 1893 by a passionate lover and a great connoisseur of park business Mykolai Davydov. Today Bokovenki occupies more than 100 hectares, 963 species of trees and shrubs grow here. Here you can see, for example, a relict ginkgo tree, a brick tree, a centennial large-fruited oak, a tulip tree, Manchurian linden, Japanese Sophora and the park also has a huge collection of lilacs.

*Table 2.4*

### Technological map of the tour to Vesely Bokovenky

Characteristic	Description
Tour Duration	1 day
Tour route	Kryviy Rih-Vesely Bokovenky-Kryviy Rih
Tour cost	Adult – 500 UAH. Pensioners and children 6-12 years old – 400 UAH. Children under 6 years old – free of charge
Place of departure	Kryvyi Rih, Bus station
Time of departure	7 am

Included in the price: rent a bower with barbecue, travel by bus, excursion service, medical insurance, entry tickets, guide assistance along the entire route.

Tour program:

07:00 – Departure from Kiev.

12:00 – Arrival in Vesely Bokovenky. Excursion about history of the park and plants that grow in arboretum.

15:30 – Rest at nature. Free time in the arboretum, entertainment.

19:15 – Gathering of tourists on the bus.

19:30 – Departure to Krivyi Rih.

21:30 – Arrival in Krivyi Rih.

Household variants (Kirovohrad region, Kropyvnytskyi region, Central Ukraine, Prydniprov'ya, Dneprovsko-Buzka rivers, Vysochynne Poingullya etc.) are either unacceptable or have not yet been universally recognized and used for various reasons. The situation with regional differences within the region is even more complicated. It is difficult to toponymically identify some of its parts. The prospects for the introduction of toponyms for the designation of territories along some major rivers (Serednye Pobuzhza, Vysochynne Poingulia) and some other localities (Prydniprov's'ke Chornolissia, Eastern Podillya, Central Ukrainian Heights) are more realistic. Identifying an adequate name for many other territories seems problematic and requires serious professional discussion.

The imperfection of regional schemes of tourist zoning in the Kirovohrad region which often do not take into account the real natural and cultural differences of its constituents, are instead tied to administrative boundaries. This clearly impedes the effective tourism development of the region, especially in the area of branding. What associative number arises in the mind of the average consumer of a tourist product when familiarizing with tourist areas such as Bobrynechchyna, Kompaniyivschyna etc.? How to effectively convert such units into a set of brands? It is clearly easier to do this with Poingullya, Pobuzhzhya, Prydnipriem or Black Forest.

Depletion of the toponymical field of the Kirovograd region and its components which is characterized by the uncertainty of many objects such as beams, forests, mounds and even rivers. This makes it particularly difficult to navigate the terrain of the region, to compile descriptions of the region and therefore to complicate

the study and storage of valuable objects. How can the Special Services respond quickly to violations of environmental law if the applicant cannot accurately identify the location of deforestation, fire, rare plant destruction or illegal construction?

Lack of cartographic works of tourist content about resources of Kirovohrad region. Although maps are an obvious condition for the efficient functioning of the tourism industry of any region. The characteristics of the Kirovohrad region's attractions are still mostly textual (or as small maps of too small scales). This clearly makes it difficult to find the objects you need to visit and save. As a positive trend in this progress it is worth noting the publication recently complex tourist maps of the region «Serednye Pobuzhya and its charms» and «Vysochinne Poingulia and its interesting places» made on a scale of 1: 100 000 [18 p. 358]. The lack and quality of printing products of tourist content about the resources of the Kirovohrad region is less acute than the problems mentioned above but remains relevant. The region's local historians have already produced a considerable amount of material on the nature, history, archeology, culture and economy of the region. As a rule, they are published in the form of books, booklets, leaflets, articles in periodicals. However, the general tendency for them to be small is the high cost of these works and the limited number of distribution points. Often in the market of printing products of the region there are works performed at an unsatisfactory professional level or that contain signs of manipulation of historical facts. Another problem is the uneven representation of different parts of the region in thematic tourist printing products, which is dominated by information about the regional center, while other parts of the region are less often the focus of attention.

A separate block of problems of tourist development of the Kirovograd region are management problems. The development of the tourism industry in the region is managed by a number of institutions the main among which is the Department of Culture, Tourism and Cultural Heritage of the Regional State Administration [19 p. 44-45]. At the same time, as can be seen from the Regulations on the Department of Culture, Tourism and Cultural Heritage of the Kirovograd Regional State Administration (approved by the order of the head of the regional state administration

of November 14, 2013 №549-p), tourism is not the priority area of its activity but the main tasks of the department issues related to culture are defined:

- ensuring implementation of state policy in the field of culture, arts, cultural heritage and tourism in the territory of the region;
- ensuring the free development of cultural and artistic processes;
- promoting the accessibility of all types of cultural services and cultural activities for every citizen of Ukraine;
- promotion of national cultural consolidation of society, formation of holistic cultural and information space, protection and promotion of high-quality diverse national cultural product;
- promoting the revival and development of the traditions and culture of the Ukrainian nation;
- promoting the preservation of cultural heritage;
- promotion of the protection of the rights of creative workers and their unions, social protection of employees of enterprises, institutions and organizations in the field of culture, arts and tourism.

This peripheral position among management priorities is extremely slow in the development of this sector of the economy. There is no separate department within the department that deals solely with tourism issues and such an imperfect structure of state institutions also does not add optimism. Another problem is staffing. With the described multifunctionality of the department's structural subdivisions the implementation of state policy in this area often relies on specialists without special education and hence – insufficient professional competence. In addition, the lack of representation of the Kirovograd region and its constituents in the information field of the state should be attributed to the administrative shortcomings; lack of modern tourist infrastructure (hotels, hostels, campsites, tourist shelters, green estates, information centers, etc.); non-profitability of the territory of the Kirovograd region (though periodically such attempts were made) [21 p. 127]. As a result, we have complex problems caused by a number of interrelated reasons: false associations with the territory of the Kirovograd region («red belt», «total Russian-speaking



population», «industrial region», «typical Soviet territory», «continuous plowing», «dance capital»); unattractive image of the region; paternalism of the population regarding its tourism prospects; non-compliance with legislation in the fields of tourism related to tourism: nature conservation, forestry and water management, subsoil exploitation etc.

Even with such a wide range of problems perhaps the most important obstacle to the successful development of tourism in the region there is a problem of theoretical variety – the lack of a sound and adequate challenge to the present concept of development of the tourism industry of the region. Concepts that would take into account the specifics of the territory, the current political and economic status of Ukraine, the natural, economic and intellectual resources of the region, trends in state development, mistakes of previous years, world experience, and of course, the problems listed above. A concept is needed that would make it impossible to look at the territory of the region as a low-value non-prospective entity; that would integrate the area into a pan-European tourist context; a concept that would consider not only schoolchildren as the main consumer of tourist services. In fact, the attempt to develop the tourism of the region on the wrong for the given region and the realities of the present time on the theoretical basis gives rise to most of the mentioned problems and disappointing final results.

As for the situation on the tourist services market in the Kirovohrad region it is in a difficult situation. There are virtually no tours to this region. One-off cases do occur but they do not become systematic. Creation of such tours is usually chaotic and without using serious scientific approaches and methods. Among tourists the most common is amateur tourism without the participation of tour operators.

Using the resource dorogi.ua it was possible to determine the main destinations for tourists. These include the following locations: landscape complex Monastirischche, natural boundary «Kaskady», Chorne (Berestuvate) lake, arboretum «Vesely Bokovenky», Kropivnitsky arboretum. A search on the TripAdvisor did not yield new results. The most popular in this region are cultural attractions. These results alone are enough to understand that recreational tourism in the region is at a

very low level.

The Kirovograd region has considerable tourist and recreational potential. The temperate-warm climate, the presence of mineral and radon water deposits, unique natural and man-made monuments create favorable conditions for rest and treatment. It is worth mentioning the tourist flows of the region for the development of sustainable tourism.

*Table 2.5*

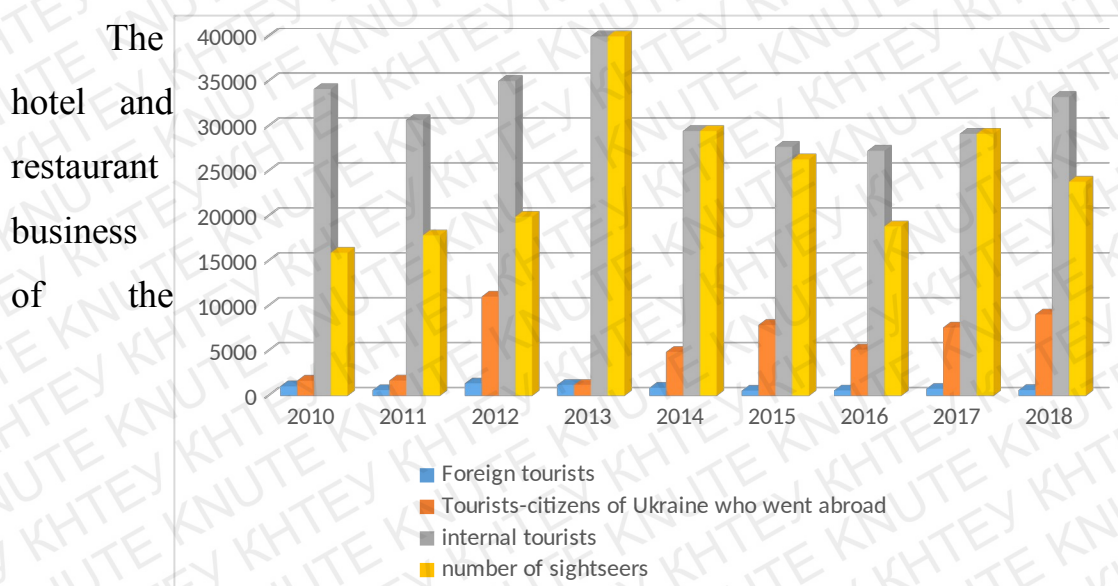
**Tourist flows of the Kirovograd region**

Years	Number of tourists served by the subjects of tourist activities of Kirovograd region – total	Of the total number of tourists:			
		foreign tourists	tourists-citizens of Ukraine who went abroad	internal tourists	number of sightseers
2010	36872	1064	1681	34127	15921
2011	33039	640	1710	30689	17860
2012	47460	1382	11042	35036	19923
2013	48295	1221	7085	39989	26367
2014	35258	895	4893	29470	23952
2015	36170	579	7887	27704	26317
2016	33014	594	5154	27266	18860
2017	37544	784	7595	29165	17385
2018	42953	644	9065	33244	23822

The majority of tourists who have visited the Kirovograd region are cultural and historical. Most of all tourists visited Kropyvnytskyi and the places of life and work of prominent people. In the second place among inbound tourists their main purpose was recreation in many camps and sanatoriums located on the territory of the region.

Due to the slow but still growing base of accommodation and catering, annual tourism in the region grew, albeit very slightly. The underdeveloped tourism was destroyed by the political, economic and military crisis that began in 2014 in Ukraine.

There are only 8 places on TripAdvisor to visit in the area. Judging by this, we can say that the Kirovograd region is not very interested for users of this resource. There are many more places to visit in the region but it is obvious that nobody is interested in adding or changing something to the existing information on the site due to the lack of demand for it. The most popular places to visit on the site are Kropyvnytskyi Arboretum and Museum of Rocket Forces with 69 and 74 reviews respectively. The most interesting for development in the area monument, Veseli Bokovenki, is not available on the site at all.



Kirovograd region is very uneven. Of course, the uneven placement of hotel and restaurant establishments is due to the fact that the development of certain territories occurred due to limited resources and underdevelopment of the interconnected paths between all district centers of the Kirovograd region, cities of regional subordination, this is partly true. That is why the highest concentration of hotel and restaurant establishments is observed in the cities of regional subordination (Kirovograd, Znamyanka, Alexandria, Svitlovodsk). In the West (Ulyanovsk district) of the region a rather new concentration of establishments of hotel and restaurant facilities is observed, this phenomenon is connected with passing through this area of the Kiev-Odessa highway. The most favorable for the development of sustainable tourism would be the modernization of the old hotels, their conversion to a larger tourist reception and the appearance of new establishments directly near the centers of cultural, historical and natural monuments of the region.

## **Figure 2.2. Dynamics of the tourist flows in the Kirovohrad region**

According to the Law of Ukraine «On Road Transport», the Cabinet of Ministers of Ukraine of September 26, 2007 had to form a healthy competition on the internal roads between the subjects of automobile management, which would lead to the formation of an internal regional public transit bus route network. This would absorb and accumulate all the negative processes and moments that hinder tourist transportation in the area.

1054 attractive tourist resources were collected, evaluated and classified within the territory of Kirovohrad region. The vast majority of them are considered as a resource for local tourism. There are 4 subgroups, 7 groups and 16 classes of tourist resources. Database of tourist resources of the region is formed. The most widespread are anthropogenic resources (about 50%), slightly less natural resources (35%), and socio-economic resources make up about 15%. The classes are dominated by architectural, historical, nature conservation and biosphere resources.

Territorially tourist resources are unevenly distributed. On the basis of the created maps, regularities of spatial distribution for each class of resources are established. Within the territory of the region it is proposed to distinguish three tourist clusters: Central (Alexandria, Novomirgorod, Znamya'nsky and Kropyvnytskyi districts with center in Kropyvnytskyi), East (Alexandria, Svetlovodsk, Onufrievsky and Petrovskyi districts with center in Zakhidnya).

### **2.3 Stakeholders of an innovative tourism product**

The problems of the development of innovative processes in tourism and the introduction of innovations in this field of activity have touched many domestic and foreign scientists. Among the foreign ones it is worth mentioning V. Novikov [21 p. 128], M. Izotov [22 p. 10-11] and Y. Matyukhin [23], M. Zuev [24]. Among domestic scientists, the greatest attention is paid to the development of innovations in tourism by O. Kalchenko [25 p.101-104], F. Zinoviev [26] and O. Bartoshuk [27] and

others.

Exploring the theoretical aspects of innovation in tourism M. Zuev, based on the manual of the V. Novikov, analyzes the existing approaches to substantiate the feasibility of innovations in hospitality and determines the directions of innovation in this field depending on the elements of tourism namely: tourist product, subject, object and participant of tourism. But it should be noted that such grading is very controversial because the subject, the organizer and the participant are actually very often the same; the same applies to the tourism product and the tourism object.

Among domestic scientists a significant contribution to the study of theoretical aspects of innovation activity of tourist industry made O. Kalchenko [25 p. 105] which in one of its publications in addition to the already known 8 principles of innovation in tourism offers 5 additional ones namely: principles of adaptability, feedback, taking into account the innovative potential of the territory, the principle of competitiveness and management. The author also provides a detailed classification of innovations in tourism and substantiates the positive and negative factors that affect the process of innovation in the tourism industry.

Also worthy of attention are the suggestions of F. Zinoviev and A. Bartoshuk [26; 27], which define conceptual measures of development of innovative processes within the framework of infrastructure, tourist product, organizational, technological, marketing innovations. But the question arises as to the identification of specific performers and the timing of the actions specified by the authors.

Generally speaking, demand stimulation measures can be understood as measures to influence the market in order to retain existing, secure or expand existing market segments.

It is very common in the scientific literature to use such a term as «sales promotion methods». It is worth noting that the two terms are not identical. And they need to be clearly distinguished. Sales promotion methods are short-term market effects that have a lasting effect (a one-time increase in sales). Instead, demand-side stimulation is a much broader concept that should be understood as long-term integrated measures designed to generate sustainable long-term demand. In other

words, sales promotion techniques are part of a system of measures to stimulate demand for enterprise products.

When it comes to innovative methods of stimulating demand we need to understand that in this case the newest commercially or socially beneficial incentive measures are used for all stakeholders which will create a stable demand for the products or services of the enterprise and will promote sustainable development in the long term.

At present domestic and foreign scientific literature considers only the general technology of promoting the sale of a tourist product. For example, we can focus only on the three areas, namely:

- resellers (discounts, premium gifts, co-advertising, free tours);
- clients (discounts, souvenirs, lotteries, additional services);
- employees of the company (training, gifts, bonuses, additional vacations).

Instead we need to remember that the tourism industry is very closely linked to the related fields of activity and that in addition to the directions already mentioned, we must also pay attention to the major players in these disputes, day-to-day activities. Thus innovative methods of stimulating demand should include four areas: intermediaries, partners in related fields of activity, customers and staff.

The largest range of innovative methods of stimulating demand is directed precisely at the clients of the tourist enterprise.

This is because this group generates needs that are met through the purchase of tourism products. That is why all these methods are methods of direct influence on demand in the tourism industry. Accordingly, all methods of influencing other stakeholders are those of indirect influence.

Among the innovative methods of demand generation presented are the most effective online sales tools. The simplest among them is certainly electronic mailing and while many may deny the innovativeness of such a tool, not all domestic enterprises use such a simple but sufficiently effective tool so it is a relative innovation for the individual tourist destination. A new company in innovatively backward regions can provide a powerful impetus for further development.

Among other things the ClickTravel system is a system of text advertising on tourist sites with a fee for the user to go to the advertiser's site. Today it is one of the most effective and profitable advertising tools on the Internet.

Another interesting method of stimulating demand is to use the system Travel Point is a travel self-service tool that allows them to create and then modify or cancel a route if necessary.

The second most influential group of innovative demand-side stimulation methods are the so-called «lock-in mechanisms» that will prevent customer outflows. One of these «mechanisms» is to invite regular, most important clients to participate in some solemn corporate events of the travel company (for example, the anniversary date is the 10th anniversary of the enterprise). It is worth noting that for other groups of stakeholders there is also a set of such «mechanisms», some of which coincide, some of which are unique (for example, mutually beneficial product innovation can be developed with their partners).

Particularly interesting and inexpensive tools for influencing real and potential clients are guerrilla marketing and aromarketing. In general guerrilla marketing (low-budget marketing) is a marketing concept that seeks to find a niche firm in a firm, characterized by the refusal of open competition with its powerful competitors in the «clean field», the concentration of effort in separate areas of the «front» and the use of non-traditional but effective ways to advertise and promote their products and services (writing thematic articles, attending and speaking at public events etc.). Partisan marketing is characterized by flexibility and mobility. Among the varieties of guerrilla marketing one should single out such as viral and covert marketing.

Viral marketing is a collection of different methods of advertising dissemination characterized by a progression close to the geometric one where the main information disseminators are the recipients of information themselves by creating content capable of attracting new information holders at the expense of the bright, creative, unusual idea or using a natural or trusted message. Today the simplest viral marketing tool is social networking.

The purpose of covert marketing is not to promote a product or service directly

but to promote it in a non-promotional way when information about a new product or service is communicated to the consumer in an unobtrusive form so that consumers are unaware of the object promotional activity. The most common form of hidden marketing is rumor marketing (also known as Buzz marketing or Word of mouth marketing). In this case the promotional message is spread through the exchange of opinions about the product between the company's customers.

Finally, in the context of constantly increasing consumer demands of the tourism product, it is impossible to forget the need to develop an innovative product that is divided into such varieties as innovation-event, innovation-region, innovation-locality, innovation-product, product-brand. Among the innovative methods of stimulating demand, it is also important to emphasize the need to increase the interest and involvement of employees in the innovation development. Only this approach ensures the effective implementation of any innovation and no resistance to staff.

The main stakeholders in recreational tourism in the region include: the state represented by the Department of Culture, Tourism and Cultural Heritage and district state administrations, tour operators, recreational enterprises and institutions, accommodation and catering facilities and tourists.

The Department together with the Novoarkhangelsk District State Administration carried out appropriate organizational work on the introduction of the object of archeological culture of Kukuten-Trypillya village of Nebelivka to the UNESCO World Heritage List nomination of «Cultural Landscape of Kukuten-Trypillya as Europe's first agricultural civilization».

During the reporting period the tourist product of the region was presented during tourist festivals and forums in the region and Ukraine. In particular, the tourist product of the Kirovograd region was presented during the work of the International Exhibition «UITT» in Kiev, Zaporizhzhya Tourism Festival «Zaporizhzhia is a place of happiness», the Kharkiv Region Tourism Exhibition: tourist discoveries, the 24th UITM Ukraine International Tourism Salon in Kyiv, the Lviv International Forum of Industry and Hospitality which hosted the 18th TurExpo International Trade Fair. Also introduced is its own annual Central Ukrainian Museum and Tourism Festival



which hosts an interregional tourist exhibition «Kirovohrad region invites», presentation of rural «green» estates of Kirovohrad region, a fair of works and master classes by masters of decorative arts and crafts, art circles of Kropyvnytskyi, etc. During the festival, representatives of other regions took part in it: Poltava, Zaporizhia, Kiev, Odessa, Mykolayiv, Sumy, Transcarpathian, Volyn, Dnipropetrovsk, Chernihiv, Kharkiv. During the International AgroExpo AgroExpo, the Green Tourism of Kirovograd Region was held.

Work has been carried out to create tourist information centers in cities and districts of the region. In particular, during the reporting period a tourist-informative center was opened in the Svetlovodsk district.

### **Figure 2.3 Areas of work of the Department of Culture, Tourism and Cultural Heritage**

The departments of culture and tourism of the Gayvoron, Novoukrainsk, Oleksandrivka, Oleksandriya, Svetlovodsk district state administrations as well as the Znamyanka and Oleksandriya Executive Committees of the City Executive Committee actively worked. A presentation of tourist routes was made during the advertising and information tours in the regions.

The organization of tours within the region is concentrated in the hands of the state and is mainly directed at state workers, except for the organization of tours for children, pensioners and other categories of the population in need of social protection.

It should be understood that at present the state is not interested in spending a large amount of money on the organization of tours for these categories of population. The result is stagnation and the use of old methods of organizing tours of the region which leads to low interest in participating in them and low skills in conducting these tours.

Recreational tourism enterprises in the region are almost all state property. As

is clear from the above the state uses very few resources to develop these enterprises. Almost all the money received from enterprises goes not to the development of these attractions but to the simple maintenance of the existing state of these locations which results in almost zero growth of tourism from year to year in the region. Examining the work done by recreation companies in the region during the year we have seen that these works were mainly related to: «restoration», «repair» and other similar types of works. The only development is the information of these enterprises. Every year work is done to maximize the dissemination of information about businesses, the publication of books, booklets, conventions, conferences and more. This is still a development, which makes this type of tourism in the area more popular.

Therefore, it is possible to analyze and evaluate the potential of the Kirovograd region (table 2.6). Tourist information was provided in section 2.2.

*Table 2.6*

### **SWOT analysis of Kirovohrad region**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- a wide base of recreational resources;</li> <li>- proximity to Kyiv, Dnipro, Kryvyi Rih;</li> <li>- unique attractions;</li> <li>- mild climate;</li> <li>- proximity to human, financial and traffic flows;</li> <li>- favorable environmental situation</li> </ul>	<ul style="list-style-type: none"> <li>- weak funding;</li> <li>- the state is not interested in the development of the tourism in the region;</li> <li>- outflow of labor resources to other regions;</li> <li>- imbalance in the development of territories;</li> <li>- staff shortage, low labor productivity;</li> <li>- depreciation of infrastructure.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- tourists tired of tourist centers in other regions;</li> <li>- the growing dynamics of demand for «local» travels in few hours from big cities and the growing interest in recreation;</li> <li>- new requirements for the quality of tourism.</li> </ul>	<ul style="list-style-type: none"> <li>- poorly developed tourism policy in the region;</li> <li>- deterioration of the used resource package (low labor costs, lower tariff rates);</li> <li>- high attractiveness of recreational resources of other regions for tourists;</li> <li>- crisis in the country.</li> </ul>

Regarding placement and catering: the number of placements has remained

almost at the same level. Again the lion's share of these enterprises is state-owned. These objects are getting older and the vast majority of them need major repairs or closure at all. There is hardly any funding in this area, it is barely enough to sustain it. This is not a global situation: some buildings are being repaired and rebuilt but their share among the total is very small.

Catering are in better condition: most of them are private so their financial status is better. There are successful businesses whose main success however depends on the locals not tourists. Catering aimed at tourists are few, they are located in places of attraction, sometimes having a seasonal nature of work.

### **Conclusion to part 2**

The Kirovohrad region has large reserves and considerable potential to attract new and unconventional resources to the tourism industry. A review of the possibilities of the region, a fresh look at traditional resources in the future will give a new impetus to develop Kirovohrad region as a tourist region. Against this background, we can once again state that the problem raised is relevant and needs further scientific research, taking into account the realities.

Existing marketing situation in Kirovohrad region is deplorably. There are a few recreational tourism tours to Kirovohrad region. Most of them are seasonal and pointed on a few attractions like Kropivnitsky and arboretum «Vesely Bokovenky». Reasons of that are low level of support from state and regional administrations, outdated marketing methods and principles used to attract and develop tourist flows. Existing tourist routs are interesting only for specific groups of tourists who have already seen most of the attractions in Ukraine and they want to find something new to visit. Almost of all of the existing recreational subjects are not adjusted for tourism. It is mostly places of protection of nature not pointed on development of recreational tourism in region.

Stakeholders of recreational tourism in region are subjects of recreational tourism, state administrations and departments of tourism, tour operators,

accommodations and food facilities and tourists. Main stakeholder in region is the state which holds different events, fairs, develops existing subjects of recreational tourism which mostly are owned by the state.

### PART 3

## PROJECT OF AN INNOVATIVE TOURISM PRODUCT IN RECREATIONAL TOURISM SEGMENT OF KIROVOGRAD REGION

### 3.1 Tourism product mechanisms of realization in recreational tourism segment of Kirovograd region

Among the basic principles that could form the basis of a new concept of tourism development in the Kirovograd region we would like to mention the following.

The principle of relevant tourism supply is based on understanding the need to offer the potential consumers of tourism services the product they need not what is currently available in the region. In other words, not to be like the Soviet-era shop: «to offer not what is, but what tourists want». Earlier it was noted that the Kirovograd region does not have a large number of attractive objects in its territory. Nowadays the basis of the tourist «menu» of the Kirovograd region are most often: «Khutir Nadiya» (State Reserve-Museum of I.K. Karpenko-Kary (Tobilevich)), dendrological park «Vesely Bokovenki» named after M.L. Davidov, Cross-Vozdvizhensky Church – the tomb of M.M. Rayevsky, architectural works of Y. Pauchenko, O. Lyshnevsky and other artists of the nineteenth century, some natural protected areas («Monastirischche», «Cascades», «Chornolissya» and others). Without diminishing the importance of each of them it should be acknowledged – being important and even unique to the Kirovograd regio, each of the sites is an extremely local attraction of little interest to the general public. Therefore, to bring the industry to another level of profitability it is necessary not only to operate the existing set of objects but also to create new attractions. There are many examples of successful implementation of this principle: from the financially successful United Arab Emirates to some Ukrainian cities. In the first case, instead of exploiting only «primary» resources (coastal landscapes of the Persian Gulf, dunes of the Arabian Desert and local ethno-color), tourist flows were directed to the operation of «mega» structures (office skyscrapers, hotels, shopping malls, mosques, aquariums, fountains, water parks, artificial

waterfalls and technological wonders: fully automated subway, tropical ski resort, alluvial islands etc.).

In Ukraine this is the way of Lviv where the municipal authorities are not limited to the traditional charms of the city (architecture of the 18th-19th centuries), actively constructs new tourist sites (concept-café system, stadium, water park etc.) and creates numerous event attractions (book forum, jazz festival, beer festival etc.). Another Ukrainian example of the implementation of this principle is Vinnytsia, which experienced the biggest breakthrough in tourism development after the decommissioning of only old resources while creating a new attraction - the ROSHEN Fountain: the most visited and known object of the region. Few years ago a similar example was the Donbass Arena stadium in Donetsk – a nationwide attraction. Nowadays in the same direction is the development of the tourism industry in the Carpathian region where in addition to the «clean» mountain hiking routes are added new attractions: bathing in boats, hang gliding, jeeping, horseback riding, rafting, numerous ethnic and craft holidays etc.

The principle of «wide circle» in the process of forming a tourist offer involves considering the widest possible range and the most desirable segment of the tourist mass (financially provided, mobile, educated travelers) as potential visitors of the attractions of the region. And not only residents of the region or residents of neighboring regions of Ukraine. This involves organizing the industry in such a way that the most supportive are the sites and tourist areas that are not only interesting to the locals but also attractive to the general public (and, most preferably, the most affluent). Is it possible to implement such an approach in the territory of Kirovohrad region? Understanding the principle of the «wide circle» has allowed some time ago to turn Las Vegas desert or poor Macau in tourist attractions. The overestimation of the importance of objects of low interest to local residents but of tremendous importance to many people in the world has made it possible to increase the tourist flows to Uman or Mejibozh from New York and Tel Aviv. An example of a wrong development are Odessa and the resort cities of the Crimea and the Northern Black Sea which with significant cultural and historical potential exploit only their natural

resources focusing on domestic tourist flows and guests from the post-Soviet space. In the Kirovohrad region it is possible to implement this principle taking into account the numerous monuments left in the land by representatives of the Turkic steppe cultures of ancient times, by ancient Hungarian tribes, Tatars; bringing to the base of tourist sites numerous places of Jewish memory etc.

The principle of adequate positioning of the region – involves the construction of the tourism industry of the region on the basis of those objects that represent the real natural and cultural and historical features of the region. Every region should be completely understandable to the potential tourist, its brands and proposed attractions should not mislead it, otherwise image (and subsequently financial) losses are inevitable. For example, passengers of European cruise ships arriving in the Ukrainian city of Odessa and holding guides with descriptions of Ukraine, its history and ethnicities and most importantly having an appropriate set of expectations, receive attractions that represent rather Soviet or Russian reality rather than Ukrainian. It resonates with tourists' expectations and hardly contributes to the formation of a positive image of Odessa as a European level tourist center.

The principle of an extraordinary approach to the formation of a tourist product is an approach in which, as the main tourist product are offered not some unique or rare for the region objects but on the contrary – typical and background that best represent the nature, history, culture. One of the most powerful motives for traveling is the desire of people to learn about the diversity of natural landscapes and national colors of the world. With this it is quite obvious that the least peculiarities of the local colors of nature and culture are felt by the very people who live in different landscapes and are themselves carriers of certain ethnic features. But forests, deserts, fjords, steppes, sea and river coasts or mountains that are familiar and unattractive to local residents can at times in the most unexpected way attract a wide range of tourists. Mountain landscapes are a resting place for a large part of the world's population, while locals are more often attracted to seaside or crowded cities. Typical and common for Norwegians are fjords, for Congolese – tropical forests and for Balinese – ocean beaches are attractions for residents of other landscapes. If the most

characteristic landscapes of Mongolia or Kazakhstan are the steppes, and the foundations of historical and cultural features are nomadic livestock it is natural to build the tourist industries of these countries on such established and attractive brands rather than trying to position them as architectural miracles or ski resorts even though it can get developed in these areas.

Ignoring such obvious things for a long time made it impossible to develop tourism in many industrial or agrarian regions (including in the territory of Kirovohrad region). Positive examples of turning disadvantages into benefits are the initiatives of recent years implemented in Kryvyi Rih where the tourism industry successfully exploits mining and industrial landscapes; tourist routes in the Chernobyl exclusion zone; tourism by underground communications of Kyiv and its suburbs. Regarding the analysis of tourism prospects in the Kirovohrad region through the prism of this principle it is necessary to recognize the absolute futility of building the industry on local «miracles» (dendrological parks, waterfalls or other atypical and low-lying attractions) While background landscapes of the region are steppes and forest-steppes with typical for such conditions ancient and modern agricultural culture.

The principle of discretion of the tourist masses implies the need for the organizers of the tourist process in the region to take into account the diversity of financial opportunities, preferences and interests, national priorities, age and other individual traits of potential tourists. Each of the possible categories should get their product in the market of tourist services of the region. The signposts in this development may be new, sometimes unexpected and even exotic components of modern classifications of tourism: culinary, literary, jailoo, new-age, nostalgic tourism and many other varieties of it. For the vast majority of them, the terrains of the Kirovograd region are more than suitable and promising.

As a result, it should be noted that the effectiveness of these principles depends on their comprehensive and systematic implementation into practice, and bringing the tourism industry to a new qualitative level can be an important component of increasing the level of social security for the residents of the region.



Concerning the participation of the state in the future development of tourism in the region, the following measures are planned for the coming years [30 p.150]:

1. Creation of high-quality information product on tourist resources of Kirovograd region.
2. Conducting an active advertising campaign and events (events) in the appropriate direction.
3. Organization and promotion of tourist regional festivals, fairs.
4. Promotion of tourist routes of Kirovograd region among Ukrainian and foreign tourists.
5. Development of cooperation between rural tourism service providers.

It is expected that the planned activities will help to open new tourist routes, give an impetus to the development of cycling tourism in the region and promote recreational tourism in the area.

Key measures for implementation:

1. Development of bicycle tourism in the region.
2. Establishment of European marking and marking signs on tourist sites.
3. Development of the tourist route «Zemlya Korifeev».
4. Creation of a tourist guide in the Kirovograd region «Kirovohradschchina turistichna».
5. Carrying out advertising and information tours «Discover the tourist Kirovograd region»
6. Creation of a tourist information center in the regional center.

Studies have shown that tourism development programs in different countries have much in common in principles, objectives and baselines but the process of problem solving depends largely on the level of tourism development in a particular country. Therefore, in the current financial situation in Kirovograd region the global renewal of tourist services, in our opinion, may occur gradually and should begin with the actualization and promotion of tourism. In view of this, the fundamental reformatting of the tourism industry in Kirovograd region should begin with the algorithm which conditionally includes eight phases:

- 1) monitoring the status and development of domestic tourism in Kirovohrad region;
- 2) identification of major groups of environmental factors that influence tourism activities;
- 3) identification of the main stakeholders, their gradation and algorithm of interaction;
- 4) building a problem-based model of domestic tourism in Kirovohrad region and identifying problem-solving reserves;
- 5) structural and logical scheme of constructing the problem-solving model;
- 6) key goals, drivers and resources of the roadmap;
- 7) creation of a «road map» for the development of domestic tourism;
- 8) formation of an innovative structure for managing tourism business development in Kirovohrad region, where all participants of tourism business, state structures, science and education would be combined.

At the first stage within the framework of monitoring the state and development of inland tourism in Kirovohrad region a comprehensive program of the following analytical modules using standard economic and statistical tools was proposed:

- economic and statistical analysis to determine the dynamics of the tourist services market, its composition and structure (creation of a single electronic database and evaluation of the register of objects that sell the tourism product and their dislocations; inventory of recreational tourism resources; inventory of natural and historical cultural resources, etc.);
- socio-economic analysis to identify the factors of constructive and destructive impact of tourism on the development of the economy (study of the economic relations of the tourism industry with other economic complexes, determining the degree of satisfaction with the quality of services provided);
- comparative analysis for adaptation and use of world experience in the domestic environment (monographic studies of enterprises with high level of organization of operations, new formats and types, innovations in the tourism sphere;

formation of a bank of scientific and practical material on the functioning of tourism enterprises abroad);

- analysis of innovative activity to determine the stages of development and expansion of modern types of enterprises, the introduction of new management technologies.

The purpose of the second stage is to hierarchize the factors of influence by degree and direction, to form an algorithm for responding to environmental factors, to develop measures that would block destabilizing factors, to develop a system for managing the factors of the internal environment. In this case it is advisable to separate the external environment into general and business. Internal environment is the material and technical, financial (availability of sufficient working capital) and labor (mentality, qualification, creativity, motivation) resources; effective management (management, marketing, logistics of tourist flow management); innovation (innovation activity tourism).

In the third stage with the help of existing algorithms we build a structural and logistical scheme of analysis and management of stakeholders in the tourism sector in order to achieve a balance of interests of all stakeholders. The algorithm contains standard sequential actions: first we identify the main groups of influence, generalize their typical interests, carry out the gradation of stakeholders, evaluate the possibility, interest in the influence, systematize, identify high-priority stake holders, develop the algorithm and establish their algorithm.

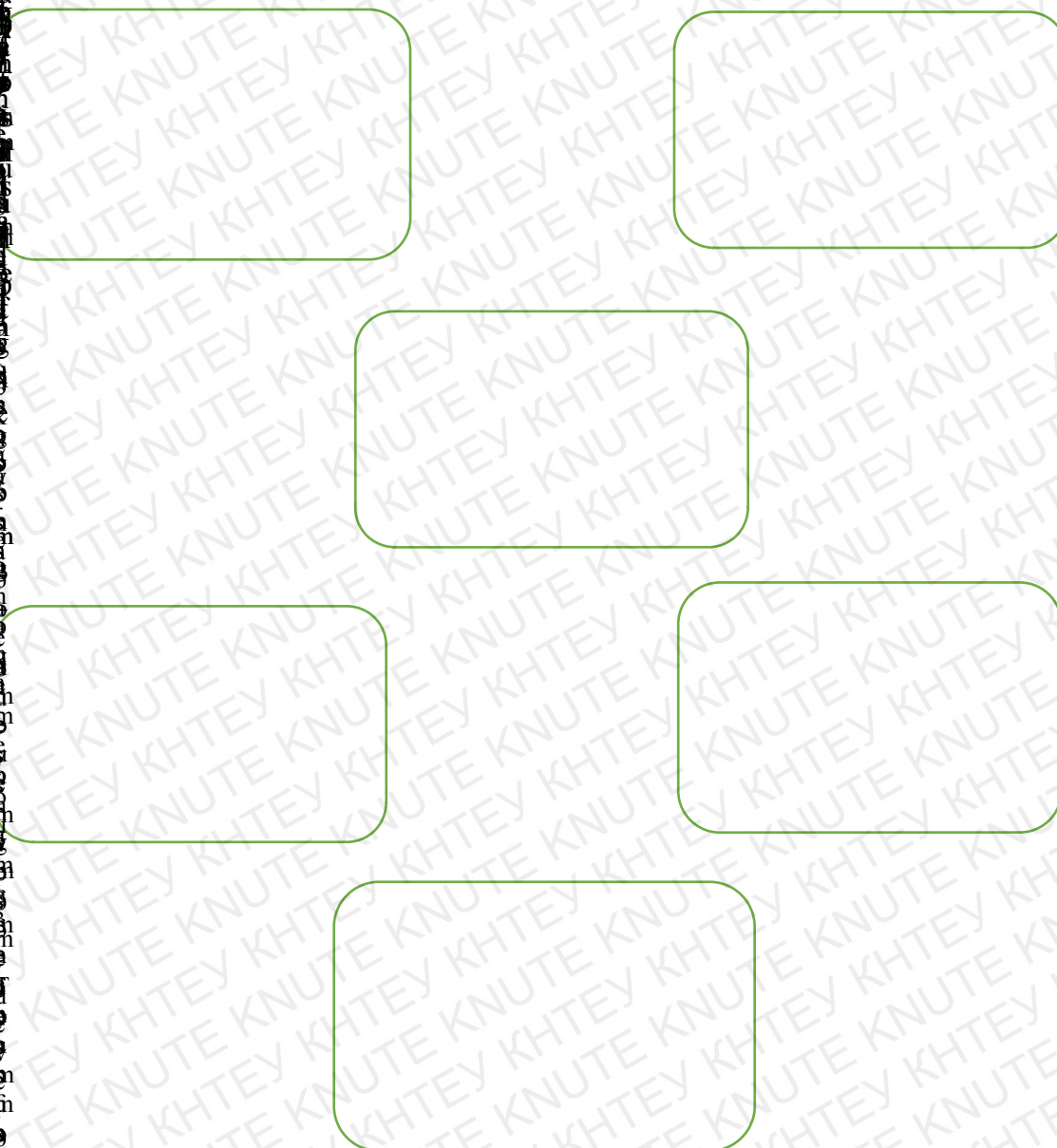
The fourth stage – the construction of a problem-based model of tourism in Kirovohrad region and the definition of problem-solving reserves – may look like the final matrix of SWOT analysis, which takes into account the internal, external general and business environment.

At the same time the position of «negative impact» on the basis of revealed parameters of the state, hierarchy of factors of influence, existing trends of tourism development and elements of its environment contains problems of the model: potential threats and destabilizing factors of tourism development.

The «positive impact» has identified existing and potential problem-solving

resources (P) as well as measures that block the destabilizing factors of tourism development.

Structural and logical diagram of the construction of the problem solving model, which constitutes the fifth stage, is presented in the figure [29]:



**Figure 3.1 Structural scheme of construction of problem-solving model**

In relation to the latter, we have identified the key goals, drivers and resources in the roadmap (sixth stage) that are set out in Table 3.1.

The basic resources (R) of the drivers are:

- labor (mentality, qualification, creativity, motivation);
- administrative, legal and economic region regulation;

- region concept of development, creation of a «road map»;
- region participation (full or partial) in the creation, financing of tourism projects;
- education and science;
- world experience;
- powerful advertising support.

Table 3.1

**Key Goals and Drivers in the Roadmap of recreational tourism  
development of Kirovohrad region**

Targets (T)	Drivers (D)	
T1	D1	Quality of tourist product
	D2	Creativity of the tourist product, innovations in the tourism business
	D3	Attractive pricing policy
	D4	Implementation of European standards
	D5	Formation of attractive image of the region
	D6	Intellectual integration of tourism, science and education
	D7	Powerful marketing support, active advertising campaign for national tourism product
	D8	Formation of a unified information-analytical platform of enterprises of the tourist sphere of the region
	D9	Improving the investment climate
	D10	Comprehensive stimulation of entrepreneurial activity in the field of tourism business
	D11	Etc.
T2	D12	Providing tourist services on the maximum area of region
	D13	Formation of a motivational mechanism for increasing the attractiveness of the region. Innovative approach to tourism product formation
	D14	Development of new segments of the tourist services market
	D15	Shifting interests in the direction of national culture, art, architecture, history
		Same as D1-D11

And the eight step is formation of an innovative structure for managing tourism

business development. Thus the external general environment is the economic conditions, the development of the consumer market, the political situation, the legal, technical, technological, natural-geographical and socio-cultural environment, the analytical institutes: the system of information exchange, a single information space. The functional purpose of the innovative structure of tourism business development management in Kirovohrad region is disclosed in Table 3.2 [29]:

The strategy of tourism and resort development in the Kirovohrad region for 2019 - 2029 is planned during the first stage of strategic planning of tourism industry development;

- identify the problematic issues that need to be addressed, as well as the basic principles for developing, implementing, monitoring and evaluating the Strategy, programs and projects aimed at its implementation;
- determine the general and specific results that the community of the region should achieve;
- become the basis for the development of strategic plans and implementation of measures for the development of the tourism industry of Kirovohrad region for the next period.

The first stage (2019-first half of 2022) is the creation of basic conditions for the development of the tourism industry. This stage involves solving the following general tasks:

- formation of cross-sectoral and inter-sectoral partnerships, creation of clusters of tourism development;
- improving the overall provision of tourism infrastructure around tourist facilities;
- training of personnel;
- creation of basic conditions for attracting and servicing transit tourists;
- providing effective information support to the industry;
- conducting and publicizing the results of systematic scientific research in the field of effective use of the tourist and recreational potential of the region;

- improvement of logistical and other resource support of the tourism sphere of the region;
- creating favorable conditions for starting and developing business in the areas related to tourist attraction and service.

Second stage (second half of 2022-2026) – increase of presence of Kirovohrad region in the market of tourist services of Ukraine:

- forming the image of the region as open and attractive to tourists;
- significant improvement of the infrastructure and other resource capacity of the region in attracting and servicing tourists;
- intensification of attraction of financial resources from alternative sources for the development of the tourism industry;
- development of the tourist infrastructure of the region, taking into account the dynamics of increasing the tourist popularity of the region.

Third stage (2026-2029) – formation of stable demand for tourism products by target consumer segments:

- further expansion of cooperation with cities and regions of Ukraine, foreign partner cities, international tourism organizations;
- formation and promotion of leading tourism brands in the market of Ukraine and abroad in order to increase the overall competitiveness of the region;
- creation of institutional, infrastructural, marketing and other resource conditions for realization of the next stage of strategic planning of innovative development of tourism industry.

### **3.2 The effectiveness of a tourism product project in the recreational tourism segment of the Kirovograd region**

In order to give priority to the development of recreational tourism in the Kirovohrad region it is considered appropriate to introduce new tourist routes and types of tourism.

The most favorable prerequisites for the development of recreational tourism are objectively located in the territories of national and landscape parks where there is an opportunity to combine in a complete rest knowledge of the natural, historical, ethnographic and cultural potential of the region. The highlight of recreational tourism can and should be a vibrant animation that is the revitalization of programs for the leisure of tourists with game elements and show programs based on the historical, ethnographic and cultural heritage of the region. Like the world-renowned Cossack-era museum and animation environment on Khortytsia Island, where from the first steps a tourist enters the world of Cossacks and can try to brew Cossacks art, master Cossacks crafts, participate in Cossacks art [31 p. 161-162].

Such animation of recreational tourism requires the appropriate personnel which should be selected and trained by both regional self-government bodies and line ministries.

The development of recreational tourism will have to pay more attention to improvement, reform of transport infrastructure, restoration of work of local cultural institutions, maintenance of ecological cleanliness of the environment and solving of urgent socio-economic problems at the expense of additional revenues to the budgets of local authorities. For the successful further development of recreational tourism in the Kirovograd region it is possible to propose the introduction of new tourist routes for tourists.

«**Monastyrishche**». For further development of tourist sphere of the region it is necessary to equip living, eating and rest conditions on the territory of the reserved national monastery «Monastyrishche» in Ustinovsky district, Zavturovo village. This requires:

1. Pave the paved road;
2. Make and put signposts along the Ustinovka highway – Ingul;
3. To distinguish the boundaries of the territory of the protected tract;
4. Lay masonry directly to the beginning of the stone blocks, for better access to the reserve, in case of spring flood, flood and other natural conditions;



5. Before entering, arrange parking for vehicles, roadside cafes, places for rest and food (tables, benches, sheds);
6. Put garbage cans and toilets;
7. Print booklets with pictures and legend of the excursion site, they can be sold at the entrance to the territory;
8. To offer the services of the tour guide - these are additional places of work;
9. Make boards with calls not to destroy the beauty of nature, not to trash, to protect nature as well as a separate shield with a map-map of the promotion on the Monastyrische, which can be placed at the entrance to the reserve, for better orientation of people;
10. Develop advertising products and send them to travel companies to attract more interested parties.

**Bicycle route «Golden Roads of Kirovohrad Region».** Cycling has its advantages over other types of tourism. A bicycle is a very convenient transport. It gives the traveler the opportunity to travel long distances at a fairly high speed, to get acquainted during a short trip to a large geographical area, to visit interesting objects located at a considerable distance from each other.

However, the bike does have some specific requirements for travel participants. Every cyclist must have the technique of cycling with loads not only on highways but also on trails and off-road. A prerequisite is to know the rules of the road which is the key to a biking accident. Every cyclist must know the material part of the bike and be able to make minor repairs. Cycling is a fascinating activity that gives you much of the unexpected and sometimes is still unprecedented, original and exceptional.

**The route «Big and Small rocks».**

15 kilometers on northwest from the city of Alexandria between the villages Olivka and Protopopovka are the healing, artificial origin of the lake. This property is located in the Great and Small Rocks Landscape Reserve. In the second half of 80th years a commission of scientists who studied the flora and fauna in the floodplain of the Ingulets River took water samples for analysis. According to the results of the experience, the Cabinet of Ministers passed a decree declaring this zone reserved.

These are the meadow steppes represented by the grouping of the celeriac comb, the tipchak, the feather grass and the plants that are listed in the Red Book of Ukraine.

There are 7 hospitable estates in the Alexandria district. They are all adjacent to this healing lake. Property owners can arrange a holiday for tourists on the lake. Lake water treats diseases of the musculoskeletal system, osteochondrosis, rheumatism, salt deposits, skin diseases. Therefore, tourists from different cities not only in Ukraine but also in Russia come here to relax.

But the lake needs renovation work – to clean the water from household debris and reeds, to clear the adjacent area from the existing debris, to arrange the access to the water with stairs, to bring sand to the beach, to install benches and litter boxes, to repair driveways.

After the renovation of the healing lake and the surrounding area the objects will look like this: the surface of the water is cleared of household debris and reeds. Access to the water is equipped with a walkway and steps into the water. Coastal zone (beach) – sandy, equipped with benches, litter bins. There are dry closets and a first-aid station in the designated area. Outside the reserve there is a parking and a mini-café. The access roads to the lake have been repaired.

The Great and Small Rocks Lake will be used for healing, wellness and recreational purposes after the restoration.

Route «Picturesque Kirovohradschina»

*Table 3.3*

### **Technological map of tourist travel along the route**

<b>Characteristic</b>	<b>Description</b>
Type of route	Ring – by route configuration , group – by form of organization, bus – by type of transport
The length of the route	500 km
Travel time	2 days and 1 night
Number of tourist groups	22 groups
Number of tourists in the group	12 people
Start of service on the first group route	03.13.2019

Start of service on the last group route	09.28.2019
End of service on the route of the last group	09.29.2019
The cost of the permit	2510,00 грн.

This tour will be designed to visit as many interesting places as possible for recreational tourism in the Kirovograd region. The tour lasts for two days during which the tourist will be able to enjoy the beautiful views of the steppe Ukraine and atypical forests in the arboretum.

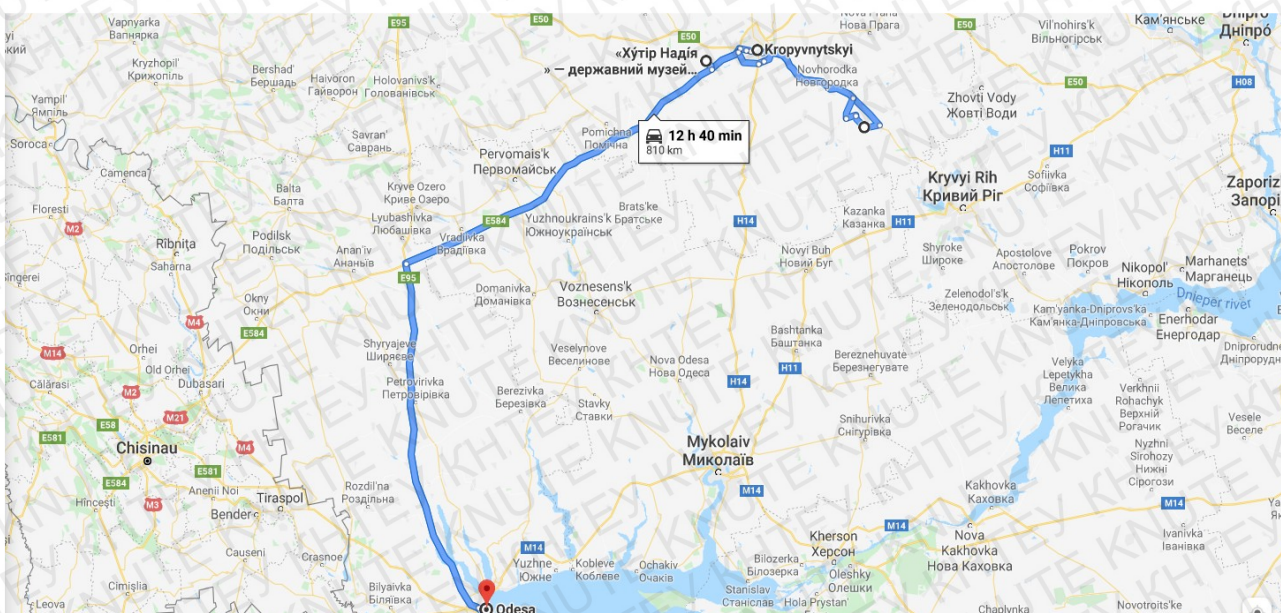


Figure 3.2 Map of a tour

### On-the-go service program:

First day

6:00 – Departure from Odessa.

10:00 – Arrival to Kropyvnytskyi, check-in Reikartz hotel and breakfast.

11:30 – Excursion in Kropyvnytskyi.

The town has preserved the estate of the founder of the professional Ukrainian theater – playwright Ivan Tobilevich (Karpenko-Kary). Now the State Museum-Reserve offers visitors to admire the beauty of the magnificent park and pond.

14:00-15:00 – Lunch.

16:00-19:00 – Excursion to Kropivnytsky arboretum. Rest in the company of thousands of tulips. This place has a fabulous flowering corner that attracts tourists with the incredible beauty of 2 million Dutch tulips. The arboretum named by locals as «Ukrainian Disneyland» is equipped with a number of attractions and offers a wide range of entertainment services. This is a park zone spread over 45 hectares, 33 of which are reserved for green spaces and landscape corners, and the rest is occupied by the entertainment sector. The entertainment complex is represented by a variety of attractions designed for every taste and different age categories of visitors. More than 40 attractions of foreign and domestic production.

Free time and overnight stay.

Second day

8:00-9:00 – Breakfast and check out.

10:00 – Departure to the arboretum «Vesely Bokovenki».

11:00-16:00 – Excursion and taking tourist routes.

15:00 – Lunch.

16.30 – Transfer to «Hutir Nadiya».

It is a I. Tobilevich State Museum-Reserve. There is a small pond and more than a hundred years ago in the place where trees are now rustling and an orchard blossoms, there was a bare steppe.

17:00-18:30 – Excursion.

18:45-20.00 – Dinner and free time.

20:30 – Departure to Odessa.

Cost includes travel by bus, 1 overnight at the Reikartz Hotel, excursion service according to the program, meals according to the program, insurance, accompanying services.

Optional: entrance fees to parks and museums, extra food.

**Conclusion to part 3**

Tourism is one of the fastest growing sectors of the world economy, and is demanding the same from its businesses. The proposed system of innovative methods of stimulating demand will allow tourism enterprises not only to increase the volume of sales of their products and services; their systematic use and timely implementation will ensure a proper place and development of the company in the national and international tourist services market.

Implementing of proposed principles and methods will allow to start fast development of recreational tourism in Kirovohrad region. Strategy of development of recreational tourism in region designed for 10 years includes all necessary areas that we need to pay attention to like economic, marketing development of the region, spreading information about recreational resources to visit.

Tours that we created can already be used in a next season before implementing all proposed measures. This tours will be interesting for many tourists in transition period and they have to be transformed after every completed step of road map of development of recreational tourism in Kirovohrad region.

## CONCLUSION

1. Recreational tourism has recently become one of the most attractive types of tourism among all others. Its development in different regions of the world is very different from each other, due to the uneven distribution. In fact, the resources for recreational tourism are mostly natural, so their capacity, size and popularity do not depend on the desire of the individual but on the nature itself. But this does not mean that recreational tourism is completely dependent on nature because man can also create, develop and expand the possible boundaries and facets of individually or collectively recreational resources. In general, recreational tourism is a form of active tourism aimed at restoring the physical and moral forces of man and for each person it can be quite different attractions that can affect the person in different ways. Therefore, in every corner of the world some people can find a recreational attraction that can best help in the recovery of strength.

2. Currently, there are several major trends in the development of recreational tourism in the world. Firstly, the role of recreational attractions of anthropological origin of type is greatly increasing which makes it possible to untie recreational tourism to locations with natural attractions and make its development possible anywhere in the world. Secondly, although Europe and Asia remain the major recreational destinations in the world absolutely all regions of the world are now actively developing. Changes in weather conditions, political situation, tourism development make it possible to fluctuate tourist flows from one region to another depending on changes in them. In general, recreational tourism is actively developing around the world albeit at different rates depending on the place. Unfortunately, there are also negative factors that prevent recreational tourism from spreading faster than it does now. These include wars, cataclysms, terrorism and other threats that, in principle, interfere with the development of the entire tourism and economy of the countries of the world.

3. The Kirovograd region has enough recreational resources to attract tourists not only locally, but also from abroad. There are a total of 44 recreation centers, 43

guest houses, and many other recreational resources in the area. These are also mineral waters and forests unique to the steppe, such as the Black Forest and the Vesely Bokovenky Arboretum and other attractions. Most of them are in demand during the warm seasons. Anthropogenic recreational tourism and most of natural origin tourist destinations are poorly developed in the region. The exception is the Vesely Bokovenky arboretum which was created a century and a half ago. Currently, this place is not only a place for recreational tourism but is mainly used for a research function. The arboretum is divided into 2 zones – a park for tourists and an area for the cultivation and exploration of trees, shrubs and other plants. And the second part of the arboretum takes up a lot more space and much more attention is paid to it.

4. The market of recreational attractions of the Kirovograd region has many drawbacks. One of them is the lack of a unified base of all recreational resources of the region which prevents the normal versatile development of recreation in the region. Another disadvantage is that the area is not familiar to tourist's attractive places for recreation such as sea beaches, mountains, etc. And those that do lose out to the attractiveness of locations even from neighboring areas which are also not very developed in terms of tourism. Another reason for the poor development of recreational tourism is the very small number of cartographic works in the region. All the information is mostly textual, which makes it difficult to perceive and find attractions for the average tourist and more. One of the major problems of the region is the mismanagement and irresponsibility of the administration of the local and national government.

5. When we talk about new methods of stimulating demand, we must understand that they will all have an effect on all recreational tourism stakeholders in the Kirovograd region. Currently, three stakeholders are being resourced: resellers, customers and company employees. And since tourism is closely linked to different areas of activity, it is proposed to include another stakeholder - partners in close areas. Of course, the main attention is paid to the clients - the main stakeholder, which indirectly regulates the whole development of recreational tourism in the region.

6. In order to streamline the possible development of recreational tourism it is proposed to divide it according to the different principles on which to reform the development of recreational tourism in the Kirovograd region. And these principles are: the principle of relevant formation of the tourist offer, the principle of «wide circle», the principle of adequate positioning of the region, the principle of an extraordinary approach to the formation of the tourist product and the principle of discretion of the tourist masses. In order for these principles to work they must be implemented comprehensively and systematically.

7. After all, in order to give impetus to the development of recreational tourism in the region, it is proposed to introduce new tourist routes. Obviously, they are located in the most attractive places for recreational tourism - sanatoriums, arboretums, parks, reserves and more. It is proposed to include elements of cultural and cognitive in traditional recreational tourism in order to attract more tourists to the region, which will significantly increase their number and lay the foundations for the constant and rapid development of tourism in the region. Given the relatively small size of the study area, develop tours that include many locations throughout the region due to their poor location.

In general, the development of tourism in the Kirovohrad region has a great potential but its development requires large financial infusions, proper management, analysis and systematization of available recreational resources and many other steps that have been proposed in this work.



## REFERENCES

1. Chris R. Recreational tourism: demand and impacts. Clevedone: Channel View Publications, 2003. 386 P. URL: <https://books.google.com.ua/books?id=OifwDs6PcM4C&lpg=PR7&dq=recreational%20tourism&lr&hl=ru&pg=PR4#v=onepage&q&f=false> (Last accessed: 09.09.2019).
2. Шаруненко Ю. М. Рекреаційний туризм: підручник. Харків: Академія безпеки та виживання, 2014. 130 с. URL: <https://books.google.com.ua/books?id=u0OxBQAAQBAJ&lpg=PT2&dq=%D0%A0%D0%B5%D0%BA%D1%80%D0%B5%D0%B0%D1%86%D0%B8%D0%BE%D0%BD%D0%BD%D1%8B%D0%B9%20%D1%82%D1%83%D1%80%D0%B8%D0%B7%D0%BC%20%D1%88%D0%B0%D1%80%D1%83%D0%BD%D0%B5%D0%BD%D0%BA%D0%BE&lr&hl=ru&pg=PT2#v=onepage&q&f=false> (дата звернення: 02.11.2019).
3. Claes H. How to create attractive and unique customer experiences: An application of Kano's theory of attractive quality to recreational tourism. *Marketing Intelligence & Planning*. 2010. Vol. 28, №4, P. 385-402. URL: [www.emeraldinsight.com/0263-4503.html](http://www.emeraldinsight.com/0263-4503.html). (Last accessed: 09.11.2019).
4. Булашев А. І. Спортивно-оздоровчий туризм: підручник. Харків: ХГАФК, 2003. 192 с.
5. Грішнова О. А. Туризм та рекреація як фактори розвитку людства. *Інформаційні технології в управлінні туристичною та курортно-рекреаційною економікою* : зб. матеріалів доп. учасн. II Наук. та Практ. конф. Бердянськ, 2014. С. 39–41.
6. Mijalce G., Saso K., Dejan N. Typology of recreational tourism resources as an important element of the tourist offer. *UTMS Journal of Economics*. 2013. Vol. 3, № 4 (1) P. 53–60. URL: <https://ru.scribd.com/document/211375516/1-6-B-Gjorgievski-Kozuharov-Nakovski> (Last accessed: 16.10.2019).

7. Rogerson C. Geography and Economy in South Africa and its Neighbors: textbook. London: Routledge, 2002. P. 336 URL: <https://www.taylorfrancis.com/books/e/9781315254463> (Last accessed: 05.11.2019).
8. Nguyen V. K. Determinants of Innovation in tourism: Evidence from Australia: textbook. Melbourne: College of Business, Victoria University, 2018. P. 46 URL: [https://www.researchgate.net/publication/323931154\\_Determinants\\_of\\_Innovation\\_in\\_tourism\\_Evidence\\_from\\_Australia](https://www.researchgate.net/publication/323931154_Determinants_of_Innovation_in_tourism_Evidence_from_Australia) (Last accessed: 25.8.2019).
9. Нормативно-правові акти *Новоукраїнська районна державна адміністрація*: веб-сайт. URL: [http://nu.kr-admin.gov.ua/nomatyvni\\_akty/NPA.htm](http://nu.kr-admin.gov.ua/nomatyvni_akty/NPA.htm) (дата звернення 30.09.2019).
10. Вачевський М. В., Скотний В. Г. Маркетинг в сферах послуг. К.: Центр навчальної літератури, 2004. 232 с.
11. Гетьман В. І. Екотуризм чи екологічний туризм: теорія і реальність. *Рідна природа*. 2002. Вип. 3. С. 24–29.
12. Горбилева З.М. Економіка туризму: підручник. – Мінськ: БГУ, 2004. 478 с.
13. Психологія менеджмента / за ред. проф. Г. С. Никифорова. Х.: Гуманітарний центр, 2002. 556 с.
14. Барановський М.О. Депресивність регіонів України: теорія та практика дослідження. *Збірник наукових праць викладачів природничо-географічного університету*. 2006. Вип. 1. С. 74–81.
15. Смирнов І.Г. Логістика туризму: навчальний посібник. К.: Знання, 2009. 444 с.
16. Новіков В. С. Інновації в туризмі: навч. посібник. М.: Видавничий центр «Академія», 2007. 208 с.
17. Ізотова М. А. Інновації в соціокультурному сервісі та туризмі: навч. посібник. М.: Ряданський спорт, 2010. 136 с.
18. Колотуха О. В. Розвиток екологічного туризму в Кіровоградській області та екологічні ризики. *Теоретичні і прикладні напрямки розвитку туризму та*

*рекреації в регіонах України*: Зб. наук. праць / Ред. кол.: С. М. Неділько та ін. Кропивницький: КЛА НАУ, 2015. С. 358–363.

19. Колотуха О. В. Рекреаційно-туристські ресурси Кіровоградської області: навч. посібник. Кропивницький, КЛА НАУ, 2016. 144 с.

20. Вовк В. М., Мацібора О. В. Застосування геоінформаційних технологій в геотуризмі (на прикладі геологічних пам'яток Кіровоградської області). *Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України*: Зб. наук. праць / за ред. С. М. Неділько та ін. Кіровоград: КЛА НАУ, 2015. С. 220–228.

21. Волошин І. М. Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України. *Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України*: Зб. наук. праць / за ред. С. М. Неділько та ін. Кіровоград: КЛА НАУ, 2015. С. 125–138.

22. Неділько С. М. Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України. *Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України*: Зб. наук. праць / за ред. С. М. Неділько та ін. Кіровоград: КЛА НАУ, 2015. С. 6–14.

23. Столярчук Н. В., Остапенко О. М. Проблеми становлення та розвитку сфери сільського (зеленого) туризму в Кіровоградській області. *Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України*: Зб. наук. праць / за ред. С. М. Неділько та ін. Кіровоград: КЛА НАУ, 2015. С. 184–193.

24. Животовська В. Г., Салова І. М. Основні напрямки розвитку туристичної сфери в Кіровоградській. *Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України*. Кіровоград: КЛА НАУ, 2016. С. 32–37.

25. Миргородська О. Л., Козинська І. П. Проблеми розвитку регіонального туризму та шляхи їх вирішення (на прикладі Кіровоградської області). *Теоретичні і прикладні напрямки розвитку туризму та рекреації в регіонах України* / за ред. С. М. Неділько та ін. Кіровоград: КЛА НАУ, 2016. С. 101–108.

26. Домаранський А. О. Середнє Побужжя і його принади: краєзнавча карта-схема. Кіровоград: СПД ФО Лисенко В. Ф., 2015.
27. Домаранський А. О. Височинне Поінгулля і його цікаві місця: краєзнавча карта-схема. К: PSP, 2016.
28. Нормативно-правові акти. *Кіровоградська обласна державна адміністрація*: веб-сайт. URL: <http://www.kr-admin.gov.ua/start.php?q=Struktur/Ua/kult.html> (дата звернення: 12.10.2019).
29. Інноваційна діяльність як засіб укріплення інноваційного потенціалу індустрії туризму. *Управління економічними системами*. URL: <http://www.uecs.ru/uecs41-412012/item/1359-2012-05-25-06-57-28> (дата звернення: 15.10.2019).
30. Кальченко О. М. Теоретичні аспекти інноваційної діяльності підприємств туристичної галузі. *Вісник Чернігівського державного технологічного університету*. Чернігів: ЧДТУ, 2011. № 4 (54). С. 147–155.
31. Зінов'єв Ф. В. Інноваційні підходи до розвитку туристичної галузі України *Інноваційна економіка*. Харків: ХГУ, 2012. №4 (30). С. 161–164.