

PROSPECTS OF TOURISM DEVELOPMENT OF LVIV REGION IN THE CONTEXT OF GLOBALIZATION CHALLENGES

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Abstract. The article presents problems of tourism development and resorts of Lviv region. The basic positions and strategic directions of the Program of development of tourism, resorts and recreation in the Lviv region for 2018-2020 are grounded. It is proved that tourism in Lviv region has great prospects, taking into account the geographical, natural and climatic features of the Carpathian region.

Keywords: tourism, Prykarpattya, Lviv region, development of tourism, factors of development.

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Introduction

Lviv region is a strategically important cultural, political and economic region of Ukraine, which, at the same time, is the largest tourist-recreational and recreational region in Western Ukraine. Taking into account the existing favorable climate and sufficient tourist potential of the Carpathian region, we consider it expedient to highlight the prospects of tourism development in Lviv region as a separate tourist area of Prykarpattya in the context of globalization challenges.

The concept of tourism development of Lviv region in the context of globalization challenges

Jarle Aarstad (2015) stresses that there has been a long-standing debate over whether a regional industry structure of specialization (*Marshall, 1890*) as opposed to diversification or variety (*Jacobs, 1969*) favors growth. This research note emphasizes instead that the classical dimension of regional specialization versus diversification or variety can be decomposed into two dimensions of (1) specialization versus related variety and (2) specialization versus unrelated variety (Fig. 1).

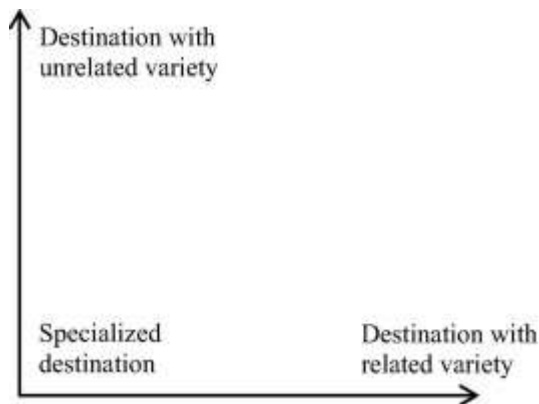


Fig. 1. Dimensions of regional related and unrelated industry variety of Truskavets

If we assume a separate tourist region of Prykarpattya – Truskavets, theoretical where all firms operate in exactly the same industry, this would be a specialized region, absent both related and unrelated variety. Thus, related variety does *not* lie necessarily somewhere between specialization and diversification, but is a genuine dimension where increasing value means increasing “richness” of industrial similarities. Correspondingly, unrelated variety means “richness” of industrial dissimilarities. A region with related variety can be described as a context with relatively narrow cognitive distance (*cf. Frenken, Van Oort, & Verburg, 2007; Nooteboom, Van Haverbeke, Duysters, Gilsing, & Van den Oord, 2007*) enabling potential spillover effects by recombining information and resources from multiple and complementary perspectives. In line with this reasoning, research finds that related variety is associated with regional innovation (*Tavassoli & Carbonara, 2014*).

Regarding specialization, we consider it necessary to emphasize the fact that there are 12 tourist information centers in the Lviv region, 162 tourist operators provide tourist services, 850 skilled guides and guides-interpreters are served by tourists, a wide network of sanatorium and spa establishments is created, for the number of which Lviv region ranks 2nd in Ukraine (100 sanatoriums and recreation facilities, of which 46 sanatoriums, 8 boarding houses with treatment, 8 sanatoria-dispensaries, 6 houses and boarding houses from ochynku and 32 recreation centers and other institutions)

In addition to positive trends, there are a number of problematic issues that impede the development of the tourist and sanatorium and resort area of the region, the solution of which will increase the volume of sales of tourist and sanatorium and resort services, the number of tourists and health-improving people, will promote the development of tourist-recreational and health-improving bases, namely:

- unsatisfactory condition of roads and entrances to objects of tourist and resort attendance;
- Insufficient use of transportation possibilities for transportation of tourist flows;
- inefficient use of tourist and recreational opportunities in the regions and rural areas;
- a vague image of the Lviv region in the tourist market;
- low level of development of tourist and recreational infrastructure;
- inconsistency of accommodation facilities with world standards;
- absence of entrances to many tourist and recreational facilities;
- lack of road signs and tourist information signs;

- insufficient number of places of short-term rest along the roads;
- unsatisfactory state of monuments of historical and architectural heritage;
- imperfection of the legislative and normative base in the field of tourism;
- absence in the Law of Ukraine "On Tourism" article regulating the entry of organized groups of foreign tourists in the presence of a voucher of a tour operator registered in the territory of Ukraine;
- lack of methodological, organizational, informational and material support from the state of subjects of tourist activity, which carry out the organization of reception of tourists in the region;
- improper condition of tourist routes (shortage of equipped places of short-term rest, mountain refuges, absence of a unified system of signs of active tourism (pedestrian, cycling, water, etc.);
- insufficient tourist information for both tourists and enterprises providing services in the field of tourism (maps, information and reference products, etc.);
- inefficient use of tourist and recreational potential in rural areas as a factor in reducing unemployment in the Carpathian region;
- Ineffective activity of the relevant structures in ensuring the ecological safety of territories for the development of recreational business;
- improper functioning of the communal infrastructure of the resort areas, including water supply, drainage and wastewater treatment systems;
- lack of road signs and tourist information signs;
- insufficient provision of professional personnel in the field of tourism and recreation in accordance with international standards and requirements of the present;
- weak interaction of local executive bodies and local self-government bodies in ensuring the development of tourism and recreation in the region;
- low quality and insufficient range of tourist services, which leads to low competitiveness of tourist enterprises in Lviv region in comparison with international tourist enterprises;
- the need to attract significant investments in the development of the tourist industry of the Carpathian region, in particular, Truskavets.

All these problems dictate the need to create a comprehensive regional tourism development policy and resorts.

Taking into account the presence of significant tourist potential of tourism development in Lviv region, in December 2017, The «Program for the Development of Tourism, Resorts and Recreation in Lviv Oblast for 2018-2020» is adopted. The amount of funds planned to be used to implement the Program from the regional budget in 2018 amounts to UAH 1.5 million.

The purpose of the Program is to implement measures aimed at developing the tourist industry of the region, creation of a competitive tourist product on the national and international markets, capable to satisfy as far as possible the tourist needs of the inhabitants of the region and its guests; Creation and development of material and technical base and modern tourism infrastructure, favorable conditions for attraction of investments, effective use of natural, historical, cultural and tourist-recreational potential, provision of conditions for the proper functioning of tourism activity subjects; improving the quality and range of tourist services, expanding the network of tourist and excursion routes, implementing system advertising and information activities, supporting inbound and domestic tourism, in particular, rural, improving the staffing of the industry.

Taking into account the competitive advantages, the development of the tourist-recreational complex is one of the priority directions of socio-economic and cultural development of the Carpathian region.

This Program is intended to become the conceptual base of long-term development of tourism in the region as a highly profitable branch of economy, an important means of cultural and spiritual education of residents and guests of the region.

The main goal of the Program is to create a highly efficient tourist and recreational and sanatorium complex in accordance with international requirements that would satisfy the needs of both domestic and foreign tourists. Creation of such a system will ensure the growth of tourist flows and the money spent by tourists on each trip, reducing unemployment, preserving and rational use of natural resource and historical and cultural potential, will interest potential investors in the creation of tourist infrastructure in the Lviv region.

A high-quality exclusive tourist product created on the territory with unique resource potential under the tourist brand of Lviv region, which would cause certain positive emotions to the consumer, will bring the region to a qualitatively new level both in Ukraine and abroad.

Note that the measures of the Program for the development of tourism, resorts and recreation in the Lviv region for 2018–2020 will also be implemented at the expense of entrepreneurs of all forms of ownership, public and non-profit organizations, international technical assistance and grants, investment funds, other sources, not prohibited by law.

The strategic objectives of the Program are as follows:

- Formation and approval of a positive image of the Lviv region as a tourist destination.
- Improving the quality of the regional tourist product.
- Preservation, restoration and rational use of recreational resources.
- Development and improvement of tourist and recreational infrastructure.
- Human resources management in the field of tourism, resorts and recreation, improving the professional level of tourism and recreational workers.
- Security for tourists.
- Effective international cooperation and exchange of experience in the field of tourism, resorts and recreation.
- Co-financing of projects implemented in the territory of Lviv region, with the involvement of international technical assistance.

Conclusions and suggestions

Practice proves that, at the present stage, tourism becomes a mass character and becomes one of the leading, highly profitable and most dynamic sectors of the world economy. In particular, the specific feature of the tourist and recreational sphere of the Carpathian region and Lviv region is that it combines more than 50 related industries: culture, art, science, education, sports, hospitality, medicine, trade, food, transport, communications, finances, everyday life, folk crafts, entertainment, construction, etc. Each country, region, city try to promote and popularize their tourist attractiveness. Modern tourism in the Carpathian region operates in conditions of competition. And in order for tourism to become one of the priority directions of economic development and life, integration of efforts of many spheres of activity and enterprises is necessary.

«Over the longer term, growth of the Travel & Tourism sector will continue to be strong so long as the investment and development takes place in an open and sustainable manner. Enacting pro-growth travel policies that share benefits more equitably can foster a

talent and business environment necessary to enable Travel & Tourism to realise its potential. In doing so, not only can we expect the sector to support over 380 million jobs by 2027, but it will continue to grow its economic contribution, providing the rationale for the further protection of nature, habitats, and biodiversity. WTTC is proud to continue to provide the evidence base required in order to help both public and private bodies make the right decisions for the future growth of a sustainable Travel & Tourism sector» (Scowsill, 2017).

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