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DEVELOPMENT OF THE TOURIST SPHERE IN UKRAINE AS A FACTOR OF REALIZATION OF CAPACITY OF COMMUNITIES AND REGIONS

The article considers the tourism sector in Ukraine as a factor in realizing the potential of communities and regions. It is emphasized that the development of tourism contributes to the capacity of communities through the efficient use of resources, the formation of common interests, providing opportunities for decent work, productive employment, increasing the competitiveness of the region. It is noted that for many local communities, which due to the difficult socio-economic conditions of existence, lack of experience and lack of specialists most need the development of alternative activities, the introduction of tourism is an extremely difficult task. Therefore, the implementation of reforms in the field of tourism depends on the interaction of public administration bodies at the regional and local levels, the coherence of regional and local programs in the field of tourism, the quality of project implementation, the level of qualification of public servants.

Keywords: *public administration, tourism sphere, local self-government bodies, regional development, development of territorial communities*

Formulation of the problem. Ensuring sustainable development of the regions of Ukraine provides for the empowerment of communities based on the efficient use of resources, the formation of common interests, the provision of opportunities for decent work, productive employment, and increased competitiveness of the region. One of the types of economic activity that can become a factor in realizing the potential of communities and regions in Ukraine is the tourism sector. Today, the level of

implementation of the tourist destination remains low, although it has great potential. The reasons are insufficient attention on the part of state and local government bodies to institutional support due to the instability of institutions for managing the tourism sector; underdevelopment or poor quality of tourism infrastructure; lack of developed and accessible information support for tourism products; insufficient cooperation between tourism organizations at the interregional and cross-border levels; unsatisfactory scientific support for tourism development; weak participation of local governments in coordinating and supporting the efforts of all stakeholders in the development of tourism in regions, cities, towns. This determines the relevance of studying the directions for realizing the potential of communities and regions with the involvement of the tourism sector in Ukraine.

Analysis of recent research and publications. An analysis of recent studies and publications shows that a fairly wide range of works by domestic scientists is devoted to the problem of the activities of public administration bodies for the development of the tourism sector, among which are the publications of N. T. Goncharuk, G. I. Koleda, V. Berkovich, M. Borushchak, I. Dyshlova, I. Zhuk, V. Kifyak, D. Stechenko, S. Harichkov, T.A. Timoshenko et al. The problem of the formation of mechanisms for regulating the sustainable development of tourism as a socio-economic area was studied in the works of such Ukrainian scientists as T. N. Bezverkhnyuk, N. I. Medved, S. V. Zakharin, M. V. Subbota, T. I. Tkachenko. Taking into account these circumstances, studies of directions and levers for the development of the tourism sector in Ukraine as a factor in realizing the potential of communities and regions, engaging in the implementation of an effective state policy aimed at supporting the tourism industry, stimulating the attraction of systemic investments and innovations to it on the basis of public-private partnerships in compliance with principles of sustainable development, arouses significant theoretical, scientific, practical and applied interest.

Goal statement. The purpose of the article is to analyze the prerequisites that form the need for the development of the tourism sector in communities and regions and to search for ways to improve the interaction of public authorities at the regional and local levels.

Presentation of the main material. The most important prerequisite for achieving the tasks of development of communities and regions is the formation of social capital, which motivates communication in the public sphere, ensuring the effective attraction of local potential and reveals local competitive advantages [2]. Accordingly, it is through the effective and rational use of mechanisms for unlocking the potential of decentralization for the development of regions and communities that the development of the tourism sector can be ensured as an effective addition to the productive potential of communities, which will contribute to increasing labor productivity and expanding employment opportunities in the region. It is the tourism sector that is associated with the activities of more than 50 industries - its development contributes to an increase in the level of employment, diversification of the national economy, the preservation and development of cultural potential, the preservation of an ecologically safe environment, and also increases the level of innovativeness of the economy of the territories, contributes to the harmonization of relations between different countries and peoples [4].

Community policies to improve the environment and create effective employment opportunities in the community can play a significant role in strengthening, or at least preserving, the human capital of the community. Moreover, in the future, depending on the expected spread of forms of distance employment, the factor of the quality of the living environment will acquire an undeniable leadership among the motivators of preventing excessive migrations.

Ukraine is faced with new challenges associated with the global economic recession and the coronavirus pandemic. A sharp slowdown in the rate of economic development led to a significant reduction in industrial production. The indicators of recent years have been the reduction in the employment rate of the population aged 15-70 to 56.5% [5]. The coronavirus pandemic has especially strongly affected the national economy of those countries in which tourism accounts for a significant share of GDP and the employment market also affects. However, for governments that are trying to develop the tourism industry, this is a period when it is necessary to reconsider approaches to using new opportunities to attract the tourism sector to revitalize the business environment, improve infrastructure, create modern and high-quality jobs, provide conditions for vocational

training, and ensure decent conditions. labor. In such conditions, the role of public authorities in the development of the tourism industry is actualized and the creation of conditions for effective cooperation between public authorities, local governments and the private sector in the development of tourism through various mechanisms: administrative, organizational, economic, legal, environmental, and the like. Strengthening the role of international macro-regional cooperation contributes to the development of cooperation in the field of tourism between regions and communities of Ukraine, as well as subjects of other countries within the framework of cross-border cooperation. Local communities in this case act as potential centers of socio-economic development of territories.

The opportunity to develop inter-municipal cooperation allows strengthening the capacity of domestic partners in the partnership, making it attractive for large-scale economic projects [3, p.109].

In Ukraine today, all levels of government are collaborating in tourism to develop a more competitive tourism industry as a generator of economic growth, empowerment, employment and financial revenues. To create conditions to ensure the accelerated development of the tourism sector and resorts, its transformation into a highly efficient industry integrated into the world market, the Government adopted the Strategy for the Development of Tourism and Resorts for the period until 2026. The strategy provides for ensuring the safety of tourists and protecting their legal rights and interests, implementing EU legislation in the field of tourism, ensuring the integrated development of territories, including creating favorable conditions for attracting investments in the development of tourism infrastructure, improving the system of professional training of specialists in the field of tourism, forming and promoting positive image of Ukraine as a country attractive for tourism [4].

Under the Ministry of Economic Development and Trade (MEDT) there is a specialized Department of Tourism and Resorts of the Ministry of Economic Development and Trade, as well as again the State Agency for Tourism Development of Ukraine, which is the central executive body that implements state policy in the field of tourism and ensures the sustainable development of the industry by

combining experience, knowledge and resources of all participants in the Ukrainian tourism market and international partners.

At the same time, the practical implementation of the planned activities mainly lies in regional and local government bodies: regional state administrations, as well as local government bodies - regional, district, city, village and settlement councils, united territorial communities.

In general, the tourism industry management system belongs to the sphere of public administration. It is an organic complementary component in the system of regional and territorial development, regulating the activities of interrelated and interacting structural components, such as state and local government bodies, professional communities of specialists-managers in the field of tourism, community in the field of culture, sports, education, etc. .), within the limits of their competence and professional interests, on the basis of legislation, participate in the management of the tourism sector, create conditions for ensuring the accelerated development of the tourism sector and, as a result, ensure the integrated development of territories.

Considering the system of tourism management at the regional and local levels in the context of decentralization of power in Ukraine, it is advisable to single out several structures (government bodies and local governments) interacting with each other and have the goal of developing tourism in Ukraine [1].

The main structural divisions of the regional level, which are able to create organizational, methodological, financial conditions for the development of tourism, are the divisions of the regional state administration. Thus, the powers of the Department of Economic Development include:

- implementation of the state policy of economic and social development, including the development of tourism in the region;

- providing state policy in the field of investment activity and interregional cooperation;

- implementation of state policy on the development of entrepreneurship, public-private partnership, state regulatory policy;

analysis, coordination of the development and implementation of regional programs, the purpose of which is to solve the problems of development of the tourism industry;

Cooperation with international organizations on investment, foreign economic activity and project financing in the field of tourism.

An important role is played by the Department of Mass Communications, which organizes:

Communications of stakeholders (state and local government bodies, professional community of specialists-managers in the field of tourism, representatives of public organizations, population) and the leadership of the regional state administration;

holding expert meetings of representatives of public associations and public councils on the formation and implementation of state policy, including on the development of tourism;

providing information about tourism in the region through the media, websites, advertising media, educational and communication campaigns, public events in order to inform the population about the implementation of state and regional policy in the tourism sector;

working on the formation of a positive image of the region;

functions and the provision of advisory and methodological assistance on the development of tourism in the region.

The Department of Ecology and Natural Resources can also take part in the analysis of the tourist potential for the use of the natural reserve fund for tourist purposes, the conduct of recreational activities within the territories and objects, the coordination of tourist routes, and the like.

Special powers are assigned to the Department of Housing and Communal Services and Construction for the development of regional infrastructure, primarily regional highways, a network of inter-regional and inter-regional public transport routes.

Also, the Department of Youth and Sports, within the framework of tourism development, can be involved in the arrangement of safe routes for walking, cycling, water tourism with the participation of local authorities and business entities; Organization of non-traditional sports events (parkour, paintball, workout, rally-raid, orienteering, etc.).

An important role in the diversification of tourist diversity belongs to the Department of Culture, Nationalities and Religions, which can facilitate the organization of art centers, exhibition galleries, ethno, rock, jazz festivals, thematic museum expositions, and the like.

The development of medical tourism can also be used as a direction for the development of the social sphere. The Department of Health can provide organizational support to provide correct and verified information on medical care for patients, preparation of the appropriate package of documents for medical and wellness services of travel organization in order to obtain them.

In general, it is important to establish strategic partnerships between public, private and public interests in order to ensure sustainable tourism development. The marketing of tourism services requires the development and promotion of tourism products, the development of new tourism markets, the development of infrastructure, human resources and institutional structures, the training of tourism specialists, as well as capacity building in the field of tourism in order to improve the quality standards of the provision of tourism services, development and promotion of tourism at the level local communities. Therefore, the decisive factor in realizing the potential of the tourism industry is close cooperation of regional state administrations with local governments and territorial communities.

By the Law of Ukraine "On Tourism", local governments are assigned the authority to approve local tourism development programs; allocation of funds from local budgets for financial support of local tourism development programs; taking measures to stimulate business entities engaged in the provision of tourism services [6]. However, for many territorial communities, due to difficult socio-economic conditions of existence, lack of experience and lack of specialists, they most of all

need the development of alternative activities, the introduction of the tourism sector is an extremely difficult matter. Therefore, the coordination of regional and local programs in the field of tourism, the quality of project implementation, the level of qualifications of public servants, on which the implementation of reforms in the tourism sector depends [1], is of great importance. In addition, local self-government bodies are entrusted with the authority for local economic development (attracting investments, developing entrepreneurship), developing local infrastructure, in particular roads, water, heat, gas, electricity and water supply networks, information networks, social and cultural facilities. appointments, planning the development of the community territory, landscaping that affect the development of the tourism sector, arrangement of parking spaces, dressing rooms and the like. These tasks are fundamental for any sphere, fully correlated with the development of tourism and the possibilities of using it for the development of the region, city and community [1].

Another factor that does not allow the development of the tourism industry in territorial communities is their insufficient financial capabilities. Keeping up to date and presenting tourist facilities requires financial resources. Therefore, the introduction of tools for financial support of communities from regional structures, for example, the allocation of funds from regional budgets for financial support of regional programs for tourism development; financing of methodological and advisory assistance on the organization of tourism activities and the formation of tourism infrastructure; organizing competitions for local initiatives, competitions for grants for the introduction of tourism products, coordinating participation in international programs, would help unleash the potential of communities and the region and popularize tourism activities in general.

Thus, the development of territorial communities with the attraction of the potential of the tourism sector will increase the capitalization of the territory, unite society on the basis of common interests, increase the efficiency of interaction between various levels of public administration and create comfortable living conditions in communities.

Findings. The development of the tourism sector in Ukraine can and should become one of the most effective and efficient tools for realizing the potential of communities and regions, to help increase the level of employment, to motivate citizens to self-development and self-realization, to keep active and able-bodied people in their territories, to promote the development of local budgets, to protect the environment, to preserve the monuments of history and culture, to raise the physical and cultural level of the population. At the same time, the interaction of state authorities and local self-government bodies, the consistency of regional and local programs in the field of tourism, the quality of project implementation, the level of qualifications of public officials, on which the implementation of reforms in the field of tourism depends, is becoming important. In the context of decentralization, the development of the tourism sector in communities and regions are tools that allow us to unite society, change the consciousness of community representatives and their readiness to further carry out reforms in their territories, solve strategic problems and create prerequisites for increasing the comfort of living.

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