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## ROLE OF THE TOURISM SECTOR IN SUSTAINABLE DEVELOPMENT OF THE CARPATHIAN REGION: SOCIAL, EDUCATIONAL AND ECONOMIC ASPECTS

OKSANA KON DUR, YURIY KOPCHAK, LILIYA KOPCHAK

**Abstract.** Natural resources in the Carpathian region, favorable natural and geographical conditions give preference to the development of recreational industry over other types of industrial activity that provides: employment of people in recreational region, development of Ukraine and the recognition of its economy internationally, positive impact on the formation of individual. This necessitates a systematic study of a wide range of organizational problems, recreational planning and creation of new management models for tourist activities.

Modern development of the tourism industry is associated with such socio-economic factors: the growth of social welfare and the effective demand for tourist services; increasing demand for vacation and recreation; urbanization and globalization; communicational and humanitarian factors; transformation of traditions, cultures and social consciousness; changes in the structure of spiritual values; increased leisure time etc.

**Keywords:** tourism industry, recreational planning, management models for tourist activities.

The engine of social consciousness in countries with high levels of well-being and social development is the existence of the triad - hedonism, cultural and spiritual values, the environment, life satisfaction through travelling and social communications in a clean and safe environment. National traditions, social consciousness, the structure of spiritual values play an important role in the development of the tourism industry, as well as have a significant influence on the formation of students' personal values in mountainous areas. There is a massive shift in tourist interests from usual recreational trips to cultural trips: to replace the concept of three «S» - «Sun-Sea-Sand- came the concept of the three «L» - «Landscape-Lore-leisure».

Advantageous geographical location, favorable climate, rich history, beautiful scenery, fresh mountain air and other recreational values of the Carpathians became prerequisites for the creation of its complexes suitable for pleasure and recreation of students. This prioritized the development of ecotourism, ethno tourism with the active cooperation of the recreational nature reserve agencies in the region, namely: biosphere reserves – the Carpathian and "Eastern Carpathians", with national parks – the Carpathian, "Hutsulshyna" Vizhnitskiy, Jaworowskiy. For example, the recreational department in the Carpathian National Nature Park, which is one of the main objects of many types of tourism was organized. On the territory of the Carpathian National Park about 500 estates of Green Tourism, 6 children's health camps, health centers, recreational and health resorts, educational, sport and tourist

centers, tourist recreational complexes, private homes, hotels and guest houses are situated. In order to review and study the nature of the Carpathian National Nature Park, 300 kilometers of trails, eco-tourism routes are laid, recreational areas are formed. To promote environmental education and eco-tourism of the park, eco-tourist visitors center was opened. All these activities are carried out in order to attract tourists to the unique Carpathian landscapes.

Recently, due to the intensive development of the Carpathian region, an increase in tourists visiting the picturesque natural sites is noticed. It affects the budget formation of different tiers and promotes economic growth in the region. For example, in a special fund of the Carpathian National Park, for the period of 2007-2012, 1666 thousand UAH were received from the sale of recreational services (Fig. 1).

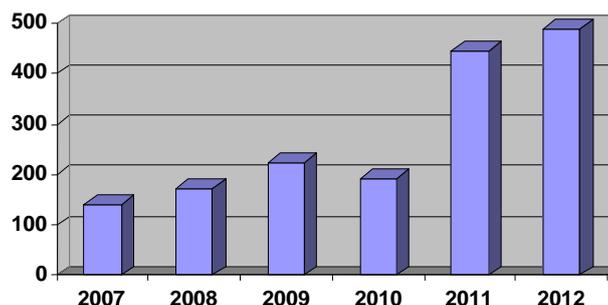


Fig. 1. Dynamics of revenue from the provision of recreational services for the period of 2007-2012 (in thousands, UAH).

However Carpathian National Nature Park is a non-profit, environmental, recreational, cultural, educational, scientific and research institution of national importance, and is a part of the Nature Reserve Fund of Ukraine. Therefore, the funds that come from the sale of paid services provided are used to implement conservation measures, preserve natural reserve fund, which is a prerequisite for sustainable socio-economic development of the region.

On the territory of the park, rural green tourism is developed, which is an important source of the state welfare. This kind of tourism is a type of small business that allows you to receive some income for the population and thus help students to fulfil in the future, having basic knowledge of business management.

Along with the economic efficiency, tourism brings social benefits. According to the World Tourism Organization this sphere employs nearly 100 million people annually or 6.3 % of total employment. In the tourist season, the figure rises to 10-15%. One of the goals of ecotourism development in recreational protected areas of the Carpathian region is the formation in tourists, especially in young generation, intellectual and humanistic worldview and patriotic attitude towards the natural and cultural heritage of the country. Cognitive recreation is widespread, which purpose - spiritual development of school-age children. The best form of implementation - expansion of cognitive trails. An important meaning of humanitarian factor in tourism industry is noted in the Global Code of Tourism Ethics, Charter tourism, international tourism conventions, resolutions of scientific forums at different levels.

Communication and humanitarian factors influence the development of tourism. This is due to the fact that tourism is not only a tool of communication and mutual understanding between people, intellectual development, but also an open access to human values, cultural heritage and spiritual healing of youth. In addition to economic viability, tourism industry, especially in the Carpathian region, has cultural, educational, cognitive and spiritual aspects that must be maintained and protected from the adverse effects that can be caused by economic factors.

Communication and humanitarian components of tourism are the basis of its social content and, as a result, require consideration during the creation of industry development strategy, both regionally

and at the state level. According to the Law of Ukraine "On Tourism" main directions of state policy in this area, in particular, are the involvement of citizens in the rational management of free time, exploring the historical and cultural heritage, natural environment, the organization of population wellbeing; the introduction of preferential conditions for the organization of tourist and excursion activities among children, adolescents, youth, the disabled and the poor. Also, it is important to perform a research in modelling tourist flows for the Carpathian region that involve ways to optimize them. A large number of domestic and foreign works of scholars are devoted to the use of mathematical models and methods for analysing the change in dynamics of tourist flow to particular recreational areas, obtaining forecasts of demand for tourism resources, optimizing resource allocation between sectors of tourism business and tourist entrance flow<sup>1-4</sup>.

To achieve this goal, methods of network planning, theories of mass service systems, queuing and econometric forecasting models are encouraged for usage. In particular, we conducted a statistical analysis of the data for the young tourists visiting sites of the Carpathian National Nature Park during last 5 years. The conclusion - it is seasonal (Fig. 2).

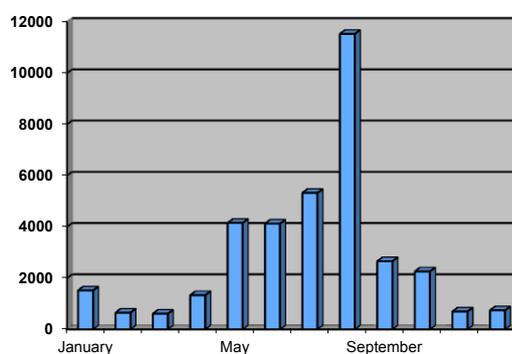


Fig. 2. Dynamics of tourists visiting Carpathian National Nature Park

For each year, the largest number of visitors is accounted in May and October, due to favourable climatic conditions and the period of mass vacations. Moreover, the number of visitors during the summer among the school children and students is increasing significantly. Correlation-regression analysis of the dynamics of tourist visits to the territory of the Carpathian National Park was performed: a nonlinear model was built as two harmonics of the Fourier series =  $3475,72 - 8,02509 \cos t - 704,535 \sin t - 90,2478 \cos 2t + 117,9494 \sin 2t$ . Its adequacy (correlation ration = 0,899137575) was established and a short-term forecasting for the next two years was made. Given the problems of tourism development in other countries, especially the fact that they can bring some benefits as well as negative effects, it is necessary to choose the right strategy for creation and tourism. Obviously, the benefits from this industry to the state are much larger than the expected negative effects.

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**Address:** Oksana Kondur, Yuriy Kopchak, Liliya Kopchak, Vasyl Stefanyk Precarpathian National University, 57, Shevchenko Str., Ivano- Frankivsk, 76025, Ukraine.

**E-mail:** oxicon13@rambler.ru.

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