

<https://doi.org/10.36818/2071-4653-2020-3-6>

УДК 338.48

JEL L83, Q26

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THEORETICAL AND METHODOLOGICAL PRINCIPLES OF TOURIST ATTRACTIVENESS OF TERRITORIES

The article explains different approaches to the definition of the concept «tourist attraction». On the base of the analysis of different approaches, it is determined that tourist attraction is the property of a certain territory (city, district, region, zone, country, the group of countries) which meets the demand and needs of tourists. It was made clear that the level of tourist attractiveness is influenced by a number of factors, among which tourist resources and tourist infrastructure are important. According to the factors of influence, the components of tourist attractiveness are presented. It is determined that a number of methods and criteria are used to assess the attractiveness of territories and objects, each of which has its advantages and disadvantages. It is noted that the shortcomings of certain assessment methods can be minimized as the result of the introduction of certain reservations. It was made clear that in international practice tourist attractiveness is determined by the greatest demand among tourists in regions with rich natural, cultural and historical resources, geographical location, the level of infrastructure development which depends on investment, recreational and tourist resources, and environmental state of a region. It is proved that in Ukraine the territories and tourist zones which have the most valuable elements of the ecological framework (forests, clear rivers, sea coasts, lakes, ponds, etc.) and outstanding historical monuments and places are called tourist-attractive. It is generalized that the expediency and necessity of the quantitative assessment of tourist attractiveness at the level of a country, sphere or a certain region is explained by the identification of those areas whose development stimulation will lead to the possibility of obtaining a positive economic effect in the near future.

Keywords: *tourist attractiveness, tourist attractive territory, tourist resources, tourist infrastructure.*

Ангелко І. В., Орищин І. С., Попадинець Н. М., Журавель Ю. В., Незвещук-Когут Т. І. Теоретико-методичні засади туристичної привабливості територій

Висвітлено різні підходи до трактування поняття «туристична привабливість». На основі аналізу різних підходів визначено, що туристична привабливість – це властивість певної території (міста, району, області, регіону, країни, групи країн), яка відповідає попиту та потребам туристів. З'ясовано, що на рівень туристичної привабливості впливає низка чинників, серед яких вагоме значення посідають туристичні ресурси

та туристична інфраструктура. Відповідно до чинників впливу представлено складові туристичної привабливості. Визначено, що для оцінювання привабливості територій та об'єктів застосовують низку методів і критеріїв, кожен з яких має свої переваги та недоліки. Зазначено, що недоліки окремих методів оцінювання можуть бути мінімізовані завдяки введенню певних застережень. З'ясовано, що у міжнародній практиці туристична привабливість визначається найбільшим попиту серед туристів у регіонах з багатими природними, культурними та історичними ресурсами, цікавим географічним розташуванням, високим рівнем розвитку інфраструктури, що залежить від наявності інвестицій, рекреаційних і туристичних ресурсів, а також екологічного стану регіону. Доведено, що в Україні туристично привабливими є території та туристичні зони, які володіють найбільш цінними елементами екологічного каркасу (лісові масиви, чисті річки, морські узбережжя, озера, водоймища та ін.) і мають визначні історичні пам'ятки та місця. Узагальнено, що доцільність і необхідність кількісного оцінювання туристичної привабливості на рівні країни, сфери чи певного регіону пояснюється виявленням тих територій, стимулювання розвитку яких призведе до можливості отримання позитивного економічного ефекту найближчим часом.

Ключові слова: туристична привабливість, туристично приваблива територія, туристичні ресурси, туристична інфраструктура.

Problem statement. It is known that tourism is one of the most profitable industries which is of great importance for the development of many countries. The confirmation of this fact is that the growth rate of tourism industry is leaving behind most sectors of the national economy. Thus, according to the World Tourism Organization (UNWTO), in 2019 the share of tourism in world GDP was 10.3% (\$8.9 trillion), in world exports of services – 28.3% and 6.8% of world trade. The number of employees in the industry exceeded 330 million people (1 in 10 jobs worldwide), and the number of tourists 1.5 billion people [1].

Considering the importance of tourism, it should be noted that today in the context of the pandemic COVID-19 it is suffering the greatest losses. Therefore, it is important to identify the potential directions of support and development of tourism industry in each country. As is generally known, one of such directions is the assessment of tourist attractiveness of the country's regions, because on the basis of tourist attractiveness assessment government agencies can regulate and determine priority types of tourism to stimulate regional development selectively, which will contribute to formation and promotion of a tourist product at the national and international markets, what in general will increase the level of social and economic development of the country.

Analysis of recent research. The studies of the problems of determining and assessing tourist attractiveness are reflected in the scientific works of many domestic scientists, in particular I. T. Balaban, V. Ya. Havran [1], O. O. Kolesnyk [2], S. P. Kuzyk [3], I. Ya. Kulynyak [4], S. S. Larikova [5], O. V. Muzychenko-Kozlovska [6], M. O. Omush [7], N. V. Savitska, O. P. Savitska [4], N. V. Chornenka [8], N. O. Shcherbakova and others. The authors comprehensively investigated the tourist attraction with the help of theoretical and applied aspects of its formation and evaluation. In particular, V. Ya. Havran in his works explores the formation of the attractiveness of recreational and tourist complexes in order to attract investment in tourism development [1]. O. V. Muzychenko-Kozlovska presents the most systematic approach to the assessment of the tourist attractiveness of the region [6]. I. Ya. Kulyniak, N. V. Savitska and O. P. Savitska carry out research of the special features of the tourist attractiveness formation of territories in the context of

tourist infrastructure development [4]. Foreign scientists, studying the tourist attractiveness of individual regions, focus on some of its elements and opportunities to meet the needs of consumers (tourists). In particular, S. Chatterjee and P. Mandalin their works, in terms of tourist attractiveness, explore the factors influencing the attendance of attractions in certain tourist regions, as well as consider the classification of travelers' preferences in the context of travel, class and culture [9]. P. Christou and R. Sharpley pay attention to the study of rural tourism as the main form of friendliness, generosity and «philoxenia» to tourists [10]. Italian scientists A. Presenza, A. M. Petruzzelli and L. Sheehan also consider tourist attractiveness within the framework of friendliness [11].

However, despite the significant number of works devoted to the study of the tourist attractiveness of regions, some issues of this problem remain open and require more detailed study and analysis.

The paper purpose is to make clear the concept of «tourist attractiveness», to determine its components in terms of impact factors, as well as to compare the main methods of evaluation.

Major research findings. First, it should be noted that in world practice there is no single definition of the concept of «tourist attractiveness», because different scientists put different meanings into this concept. In particular, N. V. Chornenka believes that a tourist-attractive territory is a territory, a certain territorial combination in the form of a tourist point, centre, district, region which is popular with tourists and has appropriate tourist and recreational potential [8, p. 40]. S. P. Kuzyk gives the similar definition of tourist attractiveness in his works. In his opinion, an area is considered a tourist-attractive territory if it is popular with tourists and becomes a suitable territorial tourist combination in the form of a tourist point, centre, district, region [3, p. 36]. O. V. Muzychenko-Kozlovska, O. P. Savitska, N. V. Savitska and I. Ya. Kulynyak define a tourist attractive territory as one which has the potential of tourist resources, modern developed material and technical base of tourism, and accessible and sufficient for tourists information about it, which would meet the needs of tourists and ensure the achievement of maximum social and economic effect from the development of tourism industry within it [4, p. 150; 6, p. 231]. M. O. Omush provides the similar definition of tourist

attractiveness, supplementing it with the fact that a tourist attractive territory should also cover «the set of economic and psychological characteristics of regional tourist complexes that meet the demand, needs of tourists and the requirements of investors...» [7]. O. O. Kolesnyk understands tourist attractiveness as the availability of tourist resources, a modern developed material and technical base of tourism, accessible and sufficient information about a region, which would meet the needs of tourists and ensure the achievement of maximum social and economic effect [2].

O. V. Mityuk considers tourist attractiveness as the property of an object, which characterizes its ability to meet the motivational needs of tourists (recreational, cognitive, entertaining, sports, etc.) [12, p. 60]. S. S. Larikova and D. V. Didenko also define tourist attractiveness as a property. Based on the analysis of a

number of concepts, scientists have determined that the tourist attractiveness of a territory is the qualitative characteristic/property of a recreational or tourist territory, a region that meets the needs of tourists and contributes to the development of a material and technical base, the formation of the positive image of a region/territory and the attraction of additional financial income [5, p. 7].

Summarizing the definitions of the concept of «tourist attractiveness» proposed by various scientists, we believe that tourist attractiveness is the property of a certain area (city, district, region, country, group of countries) which meets the demand and needs of tourists. The level (degree) of the tourist attractiveness of a territory is influenced by a number of factors (Fig. 1), in particular the availability of tourist resources and modern tourist infrastructure.

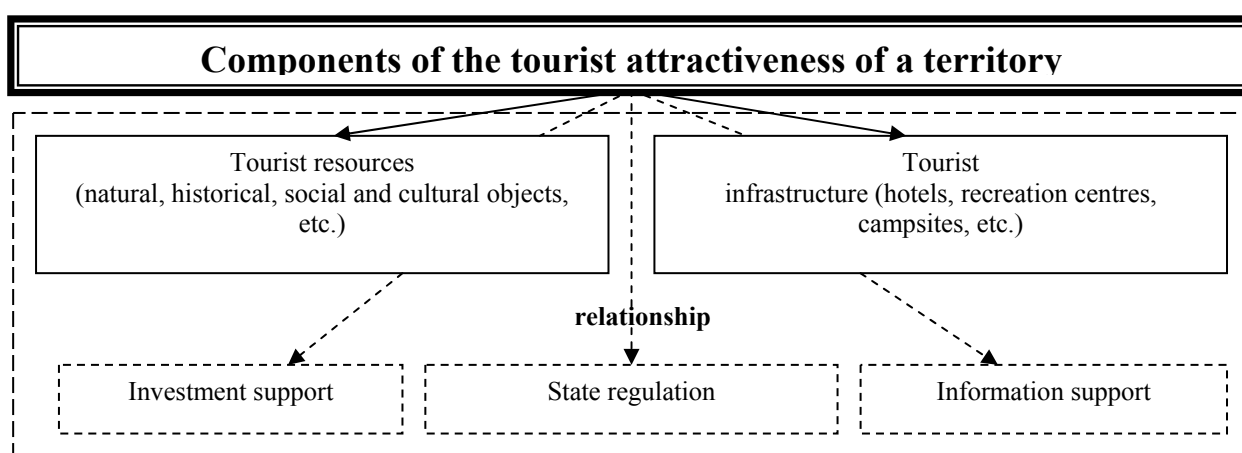


Fig. 1. Components of the tourist attractiveness of a territory

Source: developed by the authors.

Today there are many criteria for assessment of the attractiveness of territories and objects. According to the thoughts of domestic scientists O. O. Antonets and A. O. Kharchenko, to successfully assess the tourist attractiveness of a region and further manage the process of the formation of its high tourist attractiveness, it is advisable to use factors, statistical information about which is quantitative and publicly available [13, p. 138]. O. V. Mityuk believes when assessing tourist attractiveness one should take into account the complexity of the assessment of territories and objects in terms of cultural and natural value [12, p. 61]. As is generally known, for natural, cultural and historical objects a common evaluation criterion is the uniqueness and the value of an object (natural or cultural and historical).

According to international practice, tourist attractiveness is determined by the greatest demand among tourists in regions with rich natural, cultural and historical resources, geographical location, the level of infrastructure development which depends on investment, recreational and tourist resources and the environmental state of a region.

In total, the presence of factors that determine the tourist attractiveness of a particular territory necessitates its evaluation to identify the most promising directions of

tourism development, which will allow to form an effective strategy for tourism development in the future.

In world practice, there are many methods of various assessments of the attractiveness of tourist territories (objects). Table 1 presents the main methods of the tourist attractiveness assessment of the regions of a country and also their characteristics and shortcomings [14, p. 100].

It is worth noting that some problems with the use of certain methods can be minimized by introducing certain caveats. A typical example is the case when using the method of geometric mean in the case of zeroing of the factor to take it equal to one. As integral indicators include the set of criteria that are heterogeneous in content and weight, their application allows to realize a comprehensive procedure for assessing the tourist attractiveness of regions and a country as a whole, and helps to increase the validity of conclusions.

In general, in world practice multidimensional statistical analysis (MSA) is used to determine tourist attractiveness which covers seven stages. At the first stage, the object of observation is determined, it can be either the region of a country or a particular area. The second stage of the methods involves identifying the main factors that affect tourist attractiveness. At the third stage, the assessment is carried out directly using the methods

Basic methods of tourist attractiveness assessment		
Evaluation method	Characteristic	Shortcomings
Sum method	Obtaining an integral rating assessment by summing the ratios of all initial indicators to their base values, i.e. standardized indicators in a certain way	Problems of choosing a base indicator for standardization
The method of the sum of places	Calculated by summing up the ranks	Obtaining incorrect results, as the indicators have different characteristics, e.g. scales and the degree of importance
Coefficient method	Is the method of geometric mean with the exception of extracting the root from an expression	Inversion to zero of one of components makes an integral estimate equal to zero, in addition, in the case of using the latter method and obtaining the root having an even degree, an under root expression must meet an inalienable condition
Arithmetical mean method	Obtaining an integral rating assessment by simple averaging the standardized values of tourism activity indicators in the region: arithmetical mean simple, arithmetical mean taking into account weight, arithmetical mean weighted	
Distance method	Calculated on the basis of (Euclidean) metric distance – between the values of the indicators of studied tourist regions and a standard indicator (standard points in <i>n</i> -dimensional space)	Signs may be inaccurate; there is a probable situation when, in the presence of non-standard axes, two enterprises with only one essential feature will be at a great distance in Euclidean space

Source: developed by the authors.

of multidimensional ranking and factor analysis. The fourth stage is obtaining a tourist attractiveness indicator for each of indicated methods. At the fifth stage, obtained results are compared and one calculation method is chosen. The fifth stage is the definition of an aggregate indicator, the comparison of which is carried out at the sixth stage. At the seventh stage, recommendations are provided on the expediency of financing and attracting investment in the development of priority objects.

Thus, based on the methods of MSA, it is possible to comprehensively assess the tourist attractiveness of the regions of a country or a particular area. The obtained results will allow to determine an aggregate indicator for the object of study, as well as how the factors affect this indicator. Using the method of multidimensional ranking and factor analysis, it is possible to determine the main factors influencing the dependent variable (an aggregate indicator). Discriminant and cluster analysis will allow to obtain an aggregate indicator for each object, to group or rank the whole set of objects.

Conclusions. In general, it should be noted that there are all prerequisites for the development of the tourism sector in Ukraine and increase the tourist attractiveness of its individual regions. Thus, having the favourable geopolitical location, Ukraine has the significant recreational potential: favourable climatic conditions, diverse relief, transport network, cultural and historical heritage, sights, etc. In addition, new routes are being developed more often in Ukraine, hotel infrastructure is being developed, the level of tourist service is increasing and the attendance of tourist objects is improving.

According to the State Statistics Service of Ukraine, the main purpose of most domestic tourist flows (52%) is leisure and recreation [15]. It is obvious that attractive for tourists are the territories and tourist zones that have the most valuable elements of the ecological framework (forests, clear rivers, sea coasts, lakes, ponds, etc.) and have outstanding historical monuments and places.

In general, it is worth noting that for Ukraine today the priority task should be to increase the tourist attractiveness of certain territories, because in the conditions of the pandemic COVID-19 tourism industry is

suffering the greatest losses. In our opinion, the most long-term direction of tourism development is domestic tourism. For the development of the latter, it is necessary to make the most efficient use of natural and recreational resources and competitive advantages of individual domestic tourist regions; to expand the base of investment resources through preferential mechanisms of tax, customs and credit policy; to simplify organizational and bureaucratic problems; to build and modernize tourist infrastructure at the regional level.

On the whole, the expediency and necessity of quantitative assessment of tourist attractiveness at the level of a country, sphere or a certain region are explained by the identification of those territories whose development stimulation will lead to the possibility of obtaining the fastest economic results – the totality of effects.

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Надійшло 25.06.2020 р.