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SCIENTISTS' VIEWS ON THE STUDY OF TOURISM POTENTIAL FORMATION

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ПОГЛЯДИ НАУКОВЦІВ НА ДОСЛІДЖЕННЯ ФОРМУВАННЯ ТУРИСТИЧНОГО ПОТЕНЦІАЛУ

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Tourism potential is a basic factor in the formation and development of tourist activity in the country, as well as one of the factors of social consolidation. The article analyzes the nature and content of the concept of "tourism potential, highlights the issue of tourism potential formation and defines its features. The article deals with some foreign and domestic research directions of such scientists: S. Dombrovskaya, O. Bilotil, A. Pomazy-Ponomarenko, S. Dutchak, V. Gulyayev, I. Selivanov, O. Lyubitseva, V. Babaritskaya, V. Gerasimenko, I. Davidenko, N. Svyatokho, which can be considered for the development of their own methodology for the formation of tourist potential, which will meet the specifics of the region.

Key words: *tourism potential, public administration, tourism resources, tourist activity, historical and cultural monuments.*

Туристичний потенціал є базовим фактором формування та розвитку туристичної діяльності на території країни, а також одним із чинників консолідації суспільства. У статті проведено аналіз сутності та змісту поняття «туристичний потенціал», висвітлено питання формування туристичного потенціалу та визначено його особливості. У статті розглянуто деякі зарубіжні та вітчизняні напрямки досліджень таких науковців: С. М. Домбровської, О. М. Білотіл, А. Л. Помази-Пономаренко, С. В. Дутчак, В. Г. Гуляєва, І. А. Селіванова, О. О. Любіцевої, В. К. Бабарицької, В. Г. Герасименка, І. В. Давіденко, Н. В. Святохо, які варто врахувати для розроблення власної методики формування туристичного потенціалу, що відповідатиме специфіці регіону.

Ключові слова: туристичний потенціал, державне управління, туристичні ресурси, туристична діяльність, історико-культурні пам'ятки.

In modern conditions of civilization development, the success of tourist activity on the territory of the country depends directly on the optimal realization of its tourist potential, because tourism potential is a basic factor in the formation and development of tourist activity of the state, as well as one of the factors of social consolidation.

The purpose of this study is to deepen the theoretical aspects of some of the existing foreign and domestic research areas of tourism potential. Various aspects are reflected in the writings of such scholars as S. Dombrovskoi, O. Bilotil, A. Pomazy-Ponomarenko, S. Dutchak, V. Huliaieva, I. Selivanova, O. Liubitsevoi, V. Babarytskoi, V. Herasymenka, I. Davidenko, N. Sviatokho etc.

As for the very concept of "potential", according to the Etymological Dictionary of the Ukrainian language, the term is borrowed from the Latin language and means "potentia" - "posibility, authority, influence, power, ability" associated with "potere" - could, "Potis" - powerful, capable (to something), related to dinds. "Patih" - "pan", c. - "lord (house)" [3, p. 541].

Scientists give various names to the tourist potential of the country. For example, O. Liubitseva calls it "recreational and tourist potential" [5, p. 7], V. Herasymenko and I. Davidenko, – "Tourism and recreational potential (TRP)" [7, p. 9], and S. Dutchak differentiates between "tourist potential" and "recreational potential" [2, p. 53], etc.

The versatility of the concept of "potential" is explained by the variety of objects to which it applies. The main thing that unites different potentials is that virtually all of them contain a certain set of capabilities or abilities in a field where one or another definition applies. It is worth noting that in most definitions it is stated that the whole set of available opportunities is aimed at achieving certain goals. The definition of "potential" means the presence of anybody / anything hidden opportunities, or the ability to act and develop in certain areas [7, p. 9].

With the expansion of types and forms of tourism, it can be argued that any territory has the potential to organize recreational activities and tourism. By O. Liubitsevoiu, recreational and tourism potential is "the aggregate productivity of explored natural resources and cultural values of the territory that can be mobilized, used for recreational purposes: for the purpose of treatment, recreation, tourism" [6, p. 7].

In a collective monograph by ed. V. Herasymenka [7, c. 235] the essence of tourism potential is revealed not only as a set of all available resources of tourist activity, but also as the ability to maximize their use to meet the needs of Ukrainian citizens and foreign tourists in quality services.

Summarizing these definitions, we propose such an interpretation of "tourism potential" - a set of tourist opportunities of a particular region or country as a whole, based on the provision of tourist needs through the targeted use of natural, historical, cultural and infrastructural (socio-economic) tourism resources to develop tourism activities in a designated area.

S. Dutchak states that the tourism and recreational potential of the territory "is formed by those resources that are used, as well as those that are inaccessible for a number of objective socio-economic reasons, but can be used under certain conditions. Tourism and recreational potential includes two concepts that are inseparable and complementary to each other: recreational potential

as a natural component, ie the degree of the territory's ability to positively influence the physical, mental and socio-psychological state of a person during recreation, and tourist potential - cultural and historical heritage - as an anthropogenic component, as well as certain landscape complexes where tourist activity occurs, are separate natural or anthropogenic tourist sites visited by tourists, including museums, cultural monuments, architecture, archeology, population traditions, folk crafts, etc. "[2, p. 53].

Scientist I. Davidenko proposes that "recreational potential should be understood as the totality of recreational resources of a particular territory at a particular date that are used or may be used for recreation. The tourism potential emphasizes the potential of the tourism sector, and the recreational potential contributes to the restoration of human strength in the recreation process. The phrase "tourist and recreational" is the most sophisticated because it allows to combine both recreational activities aimed at meeting the needs of recreation and tourism, which includes, in addition to meeting the needs of recreation, professional and business goals. Resources, their size, structure, dynamics and balance of sources of formation are important factors of tourist and recreational development of the region "[7, p. 11-12].

For example, scientists V. Huliaiev and I. Selivanov understand the concept of "tourist and recreational potential" set of qualitative and quantitative characteristics of natural, historical, cultural and other resources of the territory, as well as its tourism infrastructure that affect the development of tourism and recreation "[4, p. 228].

One of the most general is the scientist approach N. Sviatokho, according to which the tourism and recreational potential of the territory is considered as a set of four main components - natural resource, historical, cultural, economic and social, which are interconnected and interact with each other [9, p. 32].

Although tourism potential is the basis for the development of tourism activity, it is, in itself, a rather inert category. It must be forced to activate, work with the aim of obtaining the desired social and economic effect [7, p. 235]. Hence the inefficient use of the existing tourism potential of the regions of Ukraine leads to the loss of opportunities for the development of the tourism industry unlike many countries with a transitive economy in Europe, Asia and Africa [7, p. 5].

According to our opinion, the most widespread perception of tourism potential as a set of tourist resources. Thus, in the scientific literature, one can often find the identification of the concepts of "potential" and "resources". Tourism resources are called the system-forming factor and the basic condition for the development of tourist and recreational potential [7, p. 3]. Tourism resources play "the role of the means of labor in tourism, through which various tourist products can be produced by their nature" [7, p. 32]. O. Liubitseva defines tourism resources as part of the tourism and recreational potential of a certain territory, which is included in the tourist product and is subject to sale for tourism purposes [5, p. 74].

The fundamental difference between the concepts of "resources" and "potential" is that resources exist independently of the subjects of economic activity, and the potential of an individual enterprise, society as a whole is inseparable from the subjects of activity. That is, "potential", in addition to tangible and intangible assets, includes the ability of the employee, team, enterprise, society as a whole to effectively use the available funds or resources.

I. Davidenko supports an approach that differentiates between the concepts of "tourism resources" and "tourism potential" and views them from the perspective of the ability and ability of tourism actors to use resources as potential. According to I. Davidenko, "the formation of the tourist potential of the region is conditioned by the possibility of using tourism resources in the organization and development of tourism activities in a certain territory. The ability of tourism operators to make effective use of the tourism potential of the region will ensure the successful development of both the tourism industry and the region "[7, p. 10].

Each region, on the basis of the analysis of tourism resources, generates tourism potential relevant to the ability of the tourist entities to use the tourist resources of the regions. Tourist

potential contributes to increasing the attractiveness of the territory for tourists, and tourist regions - promising [7, p. 10]. The most important mechanism for managing tourism development and controlling the social, environmental and economic consequences of tourism activity is to evaluate tourism resources and territories [7, p. 5].

According to V. Herasymenko, the term "potential" is also identified with the concept of "competitiveness": "Formation of a set of key features by which the competitiveness (potential) of regional tourist and recreational complexes is compared" [7, p. 224].

Thus, tourism and recreational potential is a rather capacious concept, which contains numerous determinants that determine the tourist and recreational attractiveness of a certain region: natural-ecological, cultural-historical, tourist infrastructure of the region, transport accessibility of the territory, engineering, financial, economic and financial administrative-managerial, political, social-demographic, labor, moral-psychological, ability to introduce innovations [7, p. thirteen]. In our opinion, it is precisely the administrative-managerial and political determinants that determine the degree of influence of public administration on the formation of our country's tourism potential as a factor of consolidation of Ukrainian society.

Tourism and recreational potential is a collection of organically interconnected natural and material means that are capable of producing a product or product in the process of interaction. Any increase in each resource leads to an increase in tourist and recreational potential. The use of tourism and recreational resources, that is, natural, health-improving, cultural, historical, entertaining objects that can be used for the organization of tourist-recreational activities, is able to increase the potential of the region by the inflow of funds from tourism, health and recreational services for external and internal consumers, restoration and provision of conditions for the effective functioning of capital [7, p. 14].

Economic and geographical location, the availability of natural resources, resort areas, developed transport and social infrastructures, the presence of historical and cultural monuments make Ukraine one of the countries with high potential for tourism development and high investment attractiveness. Nearly 15% of the country's territory can be attributed to resorts, recreation areas, mountain and coastal landscapes, which preserve national traditions, museums, architectural, historical and cultural monuments. In particular, Ukraine has significant natural internal tourism development potential [8, p. 18-19].

Scientist V. Papp uses the notion of "potential tourist attraction" [8, p. 137] and states that, "despite the great potential of the tourist and recreational sphere, some regions of the Carpathian region are not fully utilizing it" [8, p. 73].

The tourism and recreational potential of any territory has a complex hierarchy and includes many different elements with many components. In many cases, only a formal definition of the tourist and recreational potential of the region is used, without a thorough analysis of the nature and specificity of the interconnections that arise between the heterogeneous elements that make up the potential [7, p. 14]. That is, when analyzing the tourist and recreational potential of the region, as a rule, not all important structural elements are taken into account, which leads to incomplete and inaccurate quantitative assessment, and the qualitative assessment is generally not taken into account.

Based on the above, we consider that the state administration not only ensures the integration of all components of tourism and recreation potential, their concerted action, but also is a kind of powerful "accumulator" for the consolidation of Ukrainian society through the realization of tourism potential of our country, because "management elements are" management skills and competencies of all levels of management regarding the formation, organization, creation of appropriate conditions for the functioning and development of the tourist and recreational sphere" [7, p. 17].

For the element of "management" of tourism potential analyze:

- legal acts regulating the activity of tourism and recreational sphere;
- performance indicators of managerial work;

- coefficient of efficiency of operation of the control apparatus;
- reliability of the control system;
- stability of the control system [7, p. 20].

In European countries, depressed regions view cultural heritage and cultural tourism as a source of development. The integration of individual cultural heritage monuments into the tourist network encourages the approval of individual restoration programs, the creation of new museums, traditional cuisine restaurants, and equipping local residents with guest rooms for tourists. European countries are characterized by advertising their own cultural heritage on television and radio, stimulating curiosity; marketing surveys of different target groups (youth, seniors, children, young couples, families) are conducted; the latest media is used. The historical and cultural potential, material and spiritual monuments of the people are very important for the formation of the outlook, for meeting material and recreational and tourist needs. In developed countries, this tourist resource is actively used for profit [7, p. 96]. Some countries, such as Italy, France, Denmark, the United Kingdom, and the Czech Republic, make a considerable part of the profits from the skillful exploitation of historical and cultural potential.

In Ukraine, the historical and cultural heritage is not fully used to form a common identity, consolidate citizens of different regions, and develop a positive image of the state [7, p. 109]. As a result, the components of the historical and cultural heritage are involved in the tourism industry haphazardly, and their cognitive function is minimized.

At the present stage of society's development, issues related to tourism and recreation management and the efficient use of tourism and recreational potentials of the regions of the state become more complex. This is related; first, with significant interregional differences; second, with a subjectivity in the management of the tourist and recreational sphere. The subjective factor in management leads to problems that require professional creativity. Therefore, the management of regional development of tourism and recreation, including tourism and recreational potential, should be carried out as a synthesis of two components: the development of scientific and practical activities in the field of tourism and the improvement of methods and approaches in management [7, p. 21].

According S. Dombrovskoi, O. Bilotil, A. Pomazy-Ponomarenko, one of the conditions that can ensure the successful functioning of the recreational sphere is the formation of such an organizational structure of its management, which will allow to carry out planned and coordinated activities at the regional level, to develop regional, interregional and national programs of economic development, to improve organizational and economic functioning. recreational sphere and the whole economic complex of the region [1, p. 20].

Each component of the tourist and recreational potential must be subject to social control. The process of managing any component transforms not only the individual component according to the set goals, but also the tourist and recreational potential of the region as a whole. In order to improve tourism activities in the country and in each region in particular, it is necessary to enable the executive authorities in the field of tourism and local governments to significantly increase the leverage to increase and enhance the utilization of tourism potential of a specific administrative and territorial unit.

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